ALDERMERE ANALYTICS / PROJECT 03

Google Business Profile Audit

Amani Glow Beauty & Spa

Kilimani, Nairobi · Beauty & wellness

An illustrative local-search audit demonstrating how to identify visibility, trust and conversion opportunities for a Kenyan SME.

DEMONSTRATION PROJECT — FICTIONAL BUSINESS

All profile observations, scores, review numbers, visibility assessments and competitor references in this report are simulated. No live profile or client data was accessed.

01 · DECISION BRIEF

Executive summary

A one-page summary of the fictional scenario and the most practical next steps.

Overall assessment · illustrative finding
The simulated baseline represents a plausible but incomplete beauty-salon profile: the proposed primary category is present, while address, phone, website, hours and service detail remain unverified or absent. The opportunity is to establish accurate fundamentals before investing in ongoing content.

Biggest opportunities

Opportunity	Why it matters
Verify profile fundamentals	Customers need accurate location, hours and contact paths before they can visit or enquire.
Represent services clearly	A useful service menu helps a customer understand whether the salon meets their needs.
Build visual and review routines	Current, genuine evidence and professional responses help set expectations.
Measure customer actions	A baseline is needed before setting meaningful management targets.

Three immediate actions

1. Confirm the real business name, customer-facing address/pin, phone, website and weekly hours. 2. Validate the primary category and complete accurate service details. 3. Assign profile/review ownership and establish a baseline measurement log.

Potential business value

Accurate information may support customer discovery and reduce uncertainty; stronger service and visual presentation can help customers decide whether to enquire. None of these actions guarantees a ranking, enquiry volume or revenue result.

02 · BASELINE

Fictional profile snapshot

The starting point below is a scenario for planning purposes, not a live Google listing.

Evidence labels
Verified platform fact means supported by an official platform source. Illustrative finding means simulated scenario evidence. Recommendation means a proposed action.

Business name	Amani Glow Beauty & Spa · fictional
Business type	Beauty salon & spa · scenario
Location	Kilimani, Nairobi · area only; no street address supplied
Primary category	Beauty salon · proposed simulated category
Secondary categories	Not assigned in this illustrative baseline; validate relevance before use
Description / website	Description needs work; website URL not supplied
Phone / hours	Not supplied; no fictional contact details invented
Services	Hair styling, braiding, manicures, pedicures, facials, massage, makeup
Photos	Limited recent service images · sample finding
Reviews	55 simulated reviews · 4.44 / 5 calculated illustrative average
Completeness	Aldermere Profile Readiness Score: 60 / 100 · original demo rubric, not a Google score

Proposed service mix: hair styling · braiding · manicures · pedicures · facials · massage · makeup.

03 · AUDIT MATRIX

Profile completeness audit

Statuses indicate illustrative sample observations only; they are not Google warnings.

Area	Status	Illustrative observation	Impact / recommended action	Priority
Name	Verify	Scenario name; signage not checked.	Confirm real-world name; use consistently.	P1
Address / pin	High	Kilimani only; no verified address.	Verify customer-facing address and map pin.	P1
Phone	High	No business number supplied.	Add and test a business-controlled number.	P1
Website	Review	No URL supplied.	Link to a working mobile service / booking page.	P1
Hours	High	Standard hours not supplied.	Confirm hours for every operating day.	P1
Special hours	Review	No holiday process described.	Review special hours before holidays.	P2
Description	Review	Absent from simulated baseline.	Write an accurate, customer-first overview.	P1
Primary category	Review	Beauty salon is proposed, not observed.	Validate against main real-world activity.	P1
Secondary categories	Review	Not assigned in scenario.	Add only accurate, relevant categories.	P2
Services	Review	Seven families listed; detail incomplete.	Represent genuine services and scope clearly.	P1
Service descriptions	High	No descriptions in starting scenario.	Add useful inclusions and booking notes.	P2
Logo / cover	Review	No brand assets supplied.	Use clear, current business assets.	P2
Exterior / interior	High	No recent venue images in sample.	Capture entrance and treatment-space photos.	P1
Team / service / products	Review	Limited recent service photos (sample).	Create representative, consent-based imagery.	P2
Before / after	Careful	No examples supplied.	Use only with informed consent and context.	P3
Review responses	Review	Coverage is not simulated.	Audit recent feedback; assign a response owner.	P1
Review recency / sentiment	Review	Review dates and text not simulated.	Use actual authorised data for theme analysis.	P2

Business information · profile content · visual content · reputation

04 · RELEVANCE

Categories and services

The business should be represented by what it genuinely offers, not by a list of search terms.

> Verified platform fact
> Google says to select the category that best matches what a business does and not to use categories solely as keywords. See Google Business Profile Help: Edit your Business Profile.

Illustrative finding

“Beauty salon” is the proposed primary category in this fictional scenario. It has not been observed on an actual listing. No secondary categories are assigned in the baseline.

Assessment and recommendation

Topic	Sample assessment	Recommendation
Primary category	Proposed: Beauty salon. Match to main real-world activity.	Check current category options and actual service mix before publishing.
Secondary categories	None in sample baseline.	Add only if each category accurately describes a substantial business activity.
Service coverage	Hair, braiding, nails, facial, massage and makeup services are in the scenario.	Use clear service names, accurate descriptions and booking expectations.
Search intent	Customers may search for a particular treatment and location.	Align profile and website language with genuine customer services; do not keyword-stuff.

Scope guardrail: categories and service features can vary by region and profile. Validate available functionality in the authorised live profile before making recommendations.

05 · LOCAL SEARCH

Illustrative local visibility assessment

Example queries for a future, date-stamped local search audit. No rankings were measured or claimed.

Search theme	Illustrative visibility	Opportunity to investigate
beauty salon Kilimani	Moderate · simulated	Confirm category, address and service relevance.
beauty salon Nairobi	Limited · simulated	Broader geography; measure from a defined search area.
spa Kilimani	Limited · simulated	Verify that spa services are genuinely central.
facial Kilimani	Limited · simulated	Review facial service detail and relevant website content.
manicure Kilimani	Moderate · simulated	Represent service and booking details consistently.
pedicure Kilimani	Limited · simulated	Clarify treatments and customer journey.
massage Kilimani	Limited · simulated	Verify service availability and accurate representation.
bridal makeup Nairobi	Limited · simulated	Use consent-based portfolio examples and service detail.

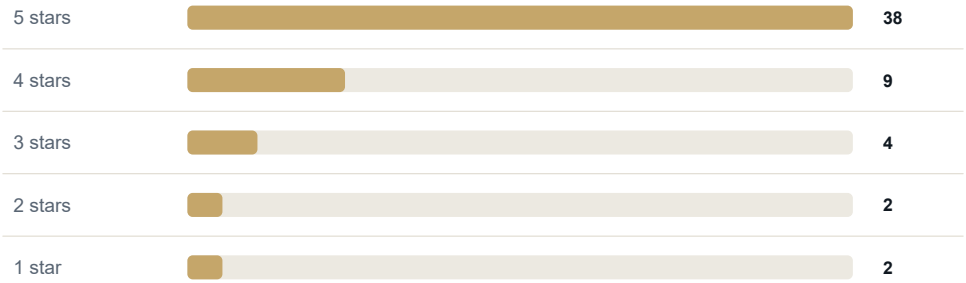
Verified platform fact
Google describes local results as based primarily on relevance, distance and prominence, and says there is no way to request or pay for a better local ranking. Official local ranking guidance.

A live assessment records date, device, search location and observed results. Search results can vary; this scenario is not rank-tracking evidence.

06 · SIMULATED REVIEWS

Reviews and reputation

Illustrative review dataset — not real Google review data. No customer names or quotations are used.



Calculated average · 4.44 / 5
(38×5 + 9×4 + 4×3 + 2×2 + 2×1) ÷ 55 = 244 ÷ 55 = 4.436… → 4.44. The simulated 4–5 star share is 47/55 (85.5%); 1–2 star share is 4/55 (7.3%).

Illustrative positive themes	Potential friction themes	Response approach
Friendly staff · clean environment · quality service · professional experience	Waiting times · appointment availability · service consistency · communication	Respond personally and professionally; protect privacy; investigate repeatable operational concerns.

Request genuine feedback without incentives, selective gating or purchased reviews. Google prohibits incentives in exchange for reviews; replies should be professional, relevant and concise. Source: support.google.com/business/answer/3474122.

07 · VISUAL PRESENCE

Photos and visual profile

A visual audit should help customers recognise the venue and understand what a visit may involve.

Asset	Sample finding	Recommended action
Profile / logo	Not supplied in scenario.	Use a clear, current brand image.
Cover image	Not supplied in scenario.	Select a representative image; verify crop on mobile.
Exterior / entrance	No recent venue photo · sample finding.	Show the correct entrance and approach.
Interior	No recent space photo · sample finding.	Capture clean, well-lit customer areas.
Team	No staff imagery supplied.	Use current portraits only with staff consent.
Services	Limited recent service photography · sample finding.	Represent genuine hair, nail, facial and makeup services.
Products	No product imagery supplied.	Include only if products form part of the actual offer.
Before / after	No examples supplied.	Obtain informed consent; avoid misleading edits and context.
Freshness	Not measured in the fictional baseline.	Review image set quarterly and replace outdated assets.

Platform fact and limitation
Google says photos and videos can show customers what a business offers and tell its story. Stronger visual coverage may support understanding and trust; it does not guarantee a ranking increase. Google local profile guidance.

08 · CUSTOMER JOURNEY

Hours and contact information

Complete the path from local discovery to a confident visit or enquiry.

Journey stage	Illustrative baseline	Action before publication
Find · address / pin	Kilimani area only; no street address supplied.	Confirm customer-facing address, map pin, entrance and visit instructions.
Plan · standard hours	Not supplied.	Confirm operating days and hours with the business owner.
Plan · special hours	No holiday process described.	Review holiday and temporary hours in advance.
Contact · phone	Not supplied; no contact data invented.	Use a business-controlled, tested contact number.
Contact · website	No URL supplied.	Link a functioning mobile page with matching services and hours.
Decide · directions / booking	Directions and appointment journey not assessed.	Test on a mobile device; make booking expectations explicit.

Consistency checklist

Compare the Business Profile, website, booking system and business-owned directories. Resolve conflicting hours, phone numbers, service names and location instructions. Test every customer-facing link.

> Privacy
> This demonstration contains no real phone number, street address, staff identity or customer information for Amani Glow.

09 · POSITIONING

Illustrative competitor comparison

Fictional names below are placeholders only; no real businesses or Google statistics are represented.

Illustrative business	Completeness	Reviews	Photos	Services	Conversion
Amani Glow Beauty & Spa Fictional audit subject	Gaps in sample baseline	55 / 4.44 simulated	Limited recent (sim.)	Partial detail	Contact details absent
Kilimani Beauty Studio Illustrative competitor	For live review	Not simulated	For live review	For live review	For live review
Glow Haven Nairobi Illustrative competitor	For live review	Not simulated	For live review	For live review	For live review
Urban Muse Spa Illustrative competitor	For live review	Not simulated	For live review	For live review	For live review

A real comparison protocol

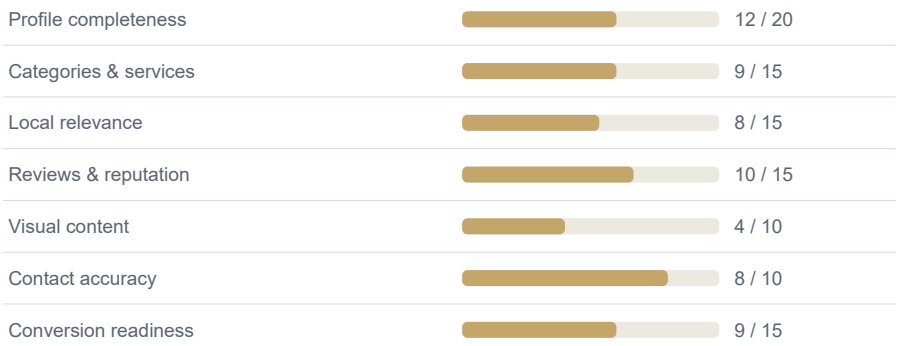
Define a search radius and query set, capture results on a named date/device/location, and compare only visible, verifiable evidence. Separate public observations from client account data. Record differences as hypotheses to investigate—not proof of ranking factors or guaranteed opportunities.

> Integrity standard
> Do not publish competitor ratings, review counts, photos or performance metrics without checking reliable, current sources. This portfolio example uses fictional names and qualitative placeholders only.

10 · READINESS FRAMEWORK

Aldermere Profile Readiness Score

A transparent original demonstration rubric. It is not created by Google and does not predict rank.



Illustrative total: 60 / 100
12 + 9 + 8 + 10 + 4 + 8 + 9 = 60 points. The partial scores are rubric-based assessments of the fictional sample profile.

Dimension	Weight	What is assessed
Profile completeness	20%	Core business details, hours and profile fields.
Categories & services	15%	Accurate main category, relevant categories and service information.
Local relevance	15%	Location clarity and alignment with genuine local service intent.
Reviews & reputation	15%	Review handling, response routine and learning process.
Visual content	10%	Useful, current, consistent photos and consent practice.
Contact accuracy	10%	Working business contact and destination information.
Conversion readiness	15%	Clear paths from discovery to call, visit, booking or enquiry.

Score interpretation is internal to this demonstration; no universal benchmark or ranking threshold is implied.

11 · ACTION PRIORITIES

Prioritised recommendations

Start with accuracy, then strengthen presentation and measurement.

Priority	Issue / action	Why it matters and outcome	Effort
P1 · High	Verify name, address/pin, phone, website and standard/special hours.	Accurate details may reduce uncertainty and support discovery; no ranking guarantee.	Low–medium
P1 · High	Align primary category and complete genuine service details.	Clearer representation may help customers assess fit and service availability.	Medium
P1 · High	Assign review-response ownership and triage recurring concerns.	Professional, timely responses show attention and create a feedback loop.	Low ongoing
P2 · Medium	Create representative, consent-based venue/team/service photography.	Useful context may build trust before a visit or enquiry.	Medium
P2 · Medium	Align website and profile wording, contact paths and booking instructions.	Consistency can reduce friction between discovery and the next step.	Medium
P3 · Ongoing	Review available metrics and customer themes monthly.	A measured baseline supports a repeatable, evidence-led routine.	Low ongoing

Expected business value
Potential benefits include clearer discovery, better customer expectations, stronger trust signals and fewer journey breaks. Outcomes depend on actual operations, competition, location and customer demand; no ranking or revenue result is guaranteed.

12 · FIRST MONTH

30-day implementation roadmap

A sequenced demonstration plan; owners and timing should be agreed with a real business.

Timing	Focus	Actions	Output
Week 1 Foundation	Verify core business information; review categories; complete missing fields; refine description/services; verify hours.	Accurate starting point	Owner-approved profile checklist
Week 2 Content	Improve service descriptions; add suitable photos; align website and profile messaging.	Clearer presentation	Service and photo plan
Week 3 Reputation	Set response guidelines; reply professionally; request genuine feedback without incentives; review recurring concerns.	Consistent customer care	Response process and issue themes
Week 4 Measurement	Establish metrics baseline; review available actions; assess enquiries; set monthly optimisation routine.	Repeatable measurement	Baseline dashboard and review date

Suggested ownership

Business owner: verify facts and approve profile edits. Front-desk/service lead: maintain hours, booking expectations and customer themes. Marketing support: prepare content, record evidence and report metrics. Assign names only after the actual team is known.

13 · MEASUREMENT

Proposed KPI framework

Proposed management targets are not current performance and are not promised outcomes.

Metric	Baseline	Proposed target / review	Source / cadence
Profile views	Establish from authorised data	Monitor trend; no volume guarantee	Profile performance · monthly
Website clicks	Establish; check tracking	Review destination and conversion path	Profile + analytics · monthly
Phone calls / directions	Establish where available	Review trend and business context	Profile performance · monthly
Customer enquiries	Establish enquiry baseline	Tag source where privacy rules allow	Business enquiry log · monthly
Review count / average rating	Record verified current values	Monitor; never purchase or incentivise	Live profile · monthly
Review response rate	Audit coverage	Proposed: respond within 3 working days	Review log · weekly
Photo freshness	Record latest image dates	Proposed: quarterly visual review	Content log · quarterly
Website conversion rate	Only if tracking exists	Set a target after a reliable baseline	Privacy-aware analytics · monthly

Measurement note
Available profile metrics and labels may change. Record reporting period and source, use client-authorised access, and distinguish profile interactions from completed bookings or revenue.

14 · SCOPE & SOURCES

Next steps and methodology

Demonstration methodology notes and source links for platform capability statements.

This project demonstrates a practical audit methodology for a fictional local beauty business. Amani Glow is not a verified business or Aldermere Analytics client. Review numbers, rating, profile details, completeness findings, visibility assessments, competitor names and readiness scores are simulated.

An actual audit would use live profile information, dated screenshots/search observations, authorised account access or evidence supplied by the client, and available profile performance data. Findings should be attributed to their evidence source and reporting date.

Platform statements should be checked against current official guidance before publication. No statement in this sample constitutes an endorsement by Google; this report is not an official Google document.

Official sources

Edit your Business Profile · Google Business Profile Help

Tips to improve your local ranking on Google · Google Business Profile Help

Tips to get more reviews · Google Business Profile Help

Understand Business Profile performance · Google Business Profile Help

Recommended first meeting
Confirm the business's real-world details and goals, agree access and evidence requirements, and establish the baseline before implementing profile changes.