Business Profile Pro

FREE CHECKLIST

Competitor Audit Worksheet

See what the businesses around you are doing online, and spot the gaps you can win.

1 Pick your competitors

- [ ] Search your main **service + town** on Google Maps and note the top three businesses.
- [ ] Add one or two that rank in the regular search results.
- [ ] Add one business you admire, even if it is outside your area.
- [ ] Write their names in the table below.

What to compare	You	Competitor 1	Competitor 2	Competitor 3
Primary category				
Review count and rating				
Newest review date				
Owner replies to reviews?				
Number of photos				
Services listed				
Posts in the last month				
Website: clear call to action?				
Website: page per service?				
Active on social media?				

2 Compare Google Business Profiles

- [ ] Look at **category, rating and number of reviews**.
- [ ] Check how **recent** their reviews are and whether the owner replies.
- [ ] Look at their **photos**, **services** and **posts**.
- [ ] Note anything they include that you have not added yet.

3 Compare websites

- [ ] Open each site on your **phone**. Is it quick and easy to use?
- [ ] Is the **phone number or call button** easy to find?
- [ ] Do they have a **separate page** for each service and town?
- [ ] Do they show **proof**: photos, reviews, licenses?
- [ ] Do they answer common questions and explain pricing?

4 Read their reviews

- [ ] Note what customers **praise** most.
- [ ] Note repeated **complaints**, which are chances for you to stand out.
- [ ] Look at how they respond to unhappy customers.

5 Check social media and ads

- [ ] Which platforms are they active on, and how often do they post?
- [ ] What kind of posts get the most comments?
- [ ] Search the Meta Ad Library and Google Ads Transparency Center to see whether they run ads.

6 Find your gaps and choose your next steps

- [ ] Write **three things** they do better than you.
- [ ] Write **three gaps** you can win, such as faster replies or more photos.
- [ ] Pick **three actions** for the next 30 days.
- [ ] Schedule a repeat audit in 3 to 6 months.

TIP Learn from competitors, but do not copy them. Aim to be clearer and more helpful than they are.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

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