



Ataullah Bokhari

Google Business Profile Optimization Scorecard



Ranking Validation Framework



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Google Business Profile Optimization Scorecard & Checklist

Structured Scoring System for Local Competitiveness

This framework helps measure how competitive your Google Business Profile is.

Instead of asking “Is it optimized?”

We measure “How strong is it compared to competitors?”

How to Use:

Mark each item as completed and assign a strength score.

0 = Not Done | 1 = Partial | 2 = Strong

Foundation Signals

Business name compliance (no keyword stuffing)	■ Completed	0	1	2
Primary category accuracy	■ Completed	0	1	2
Secondary category alignment	■ Completed	0	1	2
Address or service area configuration	■ Completed	0	1	2
Duplicate listing control	■ Completed	0	1	2
Ownership & access security	■ Completed	0	1	2

Relevance Signals

Service-level keyword alignment	■ Completed	0	1	2
Business description clarity	■ Completed	0	1	2
Products & services structured properly	■ Completed	0	1	2
Q&A reinforces intent	■ Completed	0	1	2
Attributes optimized	■ Completed	0	1	2

Proximity Signals

Address accuracy	■ Completed	0	1	2
Service area clarity	■ Completed	0	1	2
Geo-relevance reinforcement	■ Completed	0	1	2
Map pin accuracy	■ Completed	0	1	2
Location page alignment	■ Completed	0	1	2

Prominence Signals

Review growth consistency	■ Completed	0	1	2
Review reply quality	■ Completed	0	1	2
Citation consistency Local	■ Completed	0	1	2
Brand mentions Supporting	■ Completed	0	1	2
Link signals	■ Completed	0	1	2

Behavioral Signals

Click-through rate strength	■ Completed	0	1	2
Photo freshness & engagement	■ Completed	0	1	2
Posting consistency	■ Completed	0	1	2
Messaging responsiveness	■ Completed	0	1	2
Conversion tracking active	■ Completed	0	1	2

Final Score Summary

Foundation Total	_____
Relevance Total	_____
Proximity Total	_____
Prominence Total	_____
Behavioral Total	_____
Overall Score	_____

Notes:

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