

# Google Business Audit Checklist + Outreach Scripts

By Faith Amaole

## Google Business Audit Checklist

1. Is the business name accurate and consistent?
2. Is the address formatted consistently across directories?
3. Is a local phone number used?
4. Is the primary business category correct?
5. Are secondary categories used where relevant?
6. Is the business description optimized with keywords?
7. Are the hours of operation accurate?
8. Are services or products listed and detailed?
9. Are geo-tagged photos uploaded regularly?
10. Are there at least 10+ customer reviews?
11. Are reviews recent and responded to?
12. Is the business posting regular updates?
13. Are booking or website links added?
14. Are you ranking in the Local 3-Pack for key terms?

## Outreach Script 1: For Facebook DM (Cold)

Hi [Business Owner Name], I noticed your Google Business Profile isn't fully optimized ? and it might be affecting your local visibility on Google Maps.

I'm a local SEO specialist who helps small businesses get more calls and customers from Google without paying for ads. Would you like a free audit report showing what's missing and how to fix it?

There is no cost involved. It's absolutely free but most valuable

Let me know and I'll send it over.

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## Outreach Script 2: For Email (Warm)

**Subject:** Your Google Business Profile Can Rank Higher

Hi [First Name],

I was researching local businesses in [City] and noticed your Google Business Profile could use a few key updates to help it rank better in local search.

I offer free GBP audits that show exactly what's missing ? and how to get more calls, visits, and visibility on Google Maps.

Would you like me to send over your free audit this week?

Best,

[Your Name]

## Outreach Script 3: Phone Call

Hi [First Name], I'm [Your Name], and I help businesses in [City] get found on Google Maps.

I checked out your Google listing and saw a few quick wins that could help you show up higher when people search '[your service] near me.'

Would you be open to a free audit that shows exactly what you can improve? It's no obligation ? just helpful insights.

## Bonus Tip: Tools to Speed Up the Audit

- [GMB Everywhere Chrome Extension](#)
- BrightLocal Audit Tool
- Local Viking (for local grid rankings)
- Canva (to deliver branded audit reports).
- Google Sheets (for checklist tracking)