



Is your Google profile working for you?

17-point test, 100 points in total · Contact: Julian Diniz

When someone searches for your business, they decide in seconds from your Google profile: the photos, the reviews and how fast you reply. This test shows where your profile is losing customers, in two minutes.

How to use it: open your Google profile (search for your business name on your phone), tick **only what is truly in place** and add up the points of the ticked items. Write the total at the end.

1. The 17 points

Item	Points	Yes?
Visibility		___ / 30
The profile exists and shows on Google Maps	5	☐
The pin is in the right place	4	☐
Name, address and phone are correct	6	☐
Main and secondary categories are right	6	☐
Description filled in	5	☐
Opening hours up to date, including holidays	4	☐
Trust		___ / 30
Current photos of the space, the team and the services	10	☐
360° photos or a virtual tour	4	☐
Presentation video	4	☐
Good average rating and number of reviews	8	☐
Replies to reviews	4	☐
Contact		___ / 25
List of services or treatments	7	☐
WhatsApp link	8	☐
Website listed and working	7	☐
Frequently asked questions answered on the website	3	☐
Activity		___ / 15
Posts in the last 30 days	8	☐
Replies to WhatsApp within minutes	7	☐

Total: _____ / 100

2. How to read the result

 Your profile is losing many customers. Start with photos, reviews and faster replies.

0 to 39 Critical	
40 to 69 Needs work	You have a base, but some gaps cost you customers. Two or three fixes make a difference.
70 to 89 Good	A good presence. The next step is to reply faster and ask for reviews consistently.
90 to 100 Excellent	A strong presence. Keep it active and add fresh content, such as a 360° tour and video.

3. The first three steps

1. **Real, current photos** of the space, the team and the services. This is the item that weighs most in the test.
2. **Ask every customer for a review**, without offering anything in return, and reply to all of them.
3. **Link WhatsApp** to your profile and reply within minutes.

Want help? We do a free diagnosis of your business, in about 40 minutes, with a score and the three main gaps.

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This test is indicative. In the full diagnosis we analyse the profile, the competitors and the customer service with real data. SelectView 360° does not guarantee results.