

Google Business Profile Audit Report

Business Name: FlowPro Plumbing Solutions

Location: Mesa, Arizona







Industry: Local Plumbing Services

Date: May 6, 2025

1. Business Overview Summary

FlowPro Plumbing Solutions is a trusted residential and commercial plumbing company based in Mesa, AZ. Known for emergency plumbing services, drain cleaning, water heater repairs, and new plumbing installations, FlowPro serves Mesa and surrounding communities with fast response times and certified professionals.

2. GBP Audit Table

#	Element	Score	Status	Explanation	Optimization Step	Why It Matters
1	Business Name	10/10		Accurate and brand-compliant.	No change.	Prevents suspension risk.
2	Categories	7/10		Only 1 category set: "Plumber".	Add secondary categories like "Drainage Service", "Water Heater Repair".	Broader visibility for varied services.
3	Description	5/10		Missing key service areas and keywords.	Rewrite to include services + Mesa area mentions.	Helps Google match searches to your profile.
4	Services	6/10		Services listed without descriptions.	Add short keyword-rich descriptions.	Increases service relevancy for search.
5	Posts	2/10		Last post was 10 months ago.	Start weekly posts with tips, promos, or FAQs.	Keeps profile fresh and improves engagement.
6	Reviews	8/10		55 reviews with 4.6★ avg rating.	Send 3 review requests weekly.	Social proof drives calls and clicks.

7	Photos	4/10	✗	Only 6 photos, outdated.	Upload team, van, job-site photos regularly.	Improves trust and profile completeness.
8	Q&A Section	3/10	✗	No questions seeded or answered.	Add FAQs like "Do you do emergency plumbing?"	Helps match with voice search queries.
9	Business Hours	10/10	✓	Complete and accurate.	No change.	Essential for showing availability.
10	Website Link	9/10	✓	Website is linked and mobile-friendly.	Ensure local SEO on website matches GBP keywords.	Reinforces relevance for Google.

3. Quick Win Actions (This Week)

1. Add missing service categories and write service descriptions.
 2. Rewrite business description to include keywords + locations.
 3. Upload at least 10 fresh job-site and team photos.
 4. Create and schedule a weekly post with plumbing tips or offers.
 5. Ask 3 happy clients to leave reviews using the template below.
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4. Suggested Keywords (Local SEO)

- emergency plumber Mesa AZ
- water heater repair Mesa
- drain cleaning Mesa AZ
- residential plumber Mesa
- commercial plumbing Mesa
- licensed plumber in Mesa
- Mesa leak detection service

- pipe replacement Mesa
- 24/7 plumber Mesa
- affordable plumbing Mesa

5. Keyword Usage Guidance

GBP Section	How to Use Keywords
Business Description	Mention core services + city: “FlowPro offers <i>emergency plumbing in Mesa, AZ...</i> ”
Services	Use each keyword as a service name with a 1–2 line description.
Google Posts	Write weekly tips using keywords, like “3 Signs You Need a <i>Drain Cleaning in Mesa</i> ”.
Q&A	Seed and answer questions: “Do you offer <i>24/7 plumbing service in Mesa?</i> ”
Review Prompts	Encourage reviews that mention service type + location.
Website Pages	Ensure matching local landing pages (e.g., /drain-cleaning-mesa).

 **Don’t:** Add keywords in the business name or spam review responses.

6. Review Request Template

Hi [Customer First Name],

It was great working with you! If you have a moment, we’d truly appreciate a quick Google review. Feel free to mention the service and location (like “drain cleaning in Mesa”) — it helps others find us!

 [Your Google Review Link]

Thanks again!

– The FlowPro Plumbing Team

7. Priority Matrix

Task	Priority
Add photo updates	✓ Must Do Now
Rewrite business description	✓ Must Do Now
Weekly Google posts	✓ Must Do Now
Add secondary categories	✓ Must Do Now
Add Q&A with keywords	✓ Must Do Now
Ask for keyword-rich reviews	✓ Must Do Now
Add service descriptions	✓ Must Do Now
Add service pages on website	⚠ Nice to Have
Add more review responses	⚠ Nice to Have
Launch a promo via post	▼ Low Priority

8. Total Score & Ranking Readiness Summary

Overall GBP Score: 68/100

Ranking Readiness: Moderate — profile has strong fundamentals (business name, reviews, hours), but lacks content freshness and keyword optimization.

With just a few strategic updates this week (especially description, photos, and posts), this profile can break into the **top 3 map pack** for Mesa-area searches in 30–60 days.