

RE-SCORE SHEET

Score yourself again

Same five areas, same checks, out of a hundred · ninety days on, Sunday 22 November 2026 · do not score what you think is there, open the listing and look

Business	Date	Your score on 24 August
_____	_____	_____

Google Business Profile

30%

- ☐ 01 You can log in today
- ☐ 02 Category is the narrowest accurate one
- ☐ 03 Hours right, holidays and seasons included
- ☐ 04 Photos from the last three months, yours
- ☐ 05 Questions and messages answered

Reviews

25%

- ☐ 01 More than the nearest similar place
- ☐ 02 One has come in this month
- ☐ 03 Somebody replies, including to the bad ones
- ☐ 04 There is a moment where you ask
- ☐ 05 Themes match what you want to be known for

Website

20%

- ☐ 01 Loads on patchy reception
- ☐ 02 What, where and how to book, no scrolling
- ☐ 03 A price or a range, not a form
- ☐ 04 Hours match Google exactly
- ☐ 05 Somebody has seen it on a phone this year

Social

15%

- ☐ 01 Bio uses the words a stranger would type
- ☐ 02 Posted in the last fortnight
- ☐ 03 Locations tagged
- ☐ 04 Messages answered within a day
- ☐ 05 Hours or booking link on the profile

Where else you appear

10%

- ☐ 01 On the regional tourism site, correctly
- ☐ 02 Listed with the visitor centre
- ☐ 03 Correct on your booking platforms
- ☐ 04 In the local guides and itineraries
- ☐ 05 An AI assistant returns you, with right details

When you have finished

Add the five areas together for a score out of a hundred, then compare it to August.

80 or more. Findable. Sharpen rather than rebuild.

60 to 79. Usually two gaps, both fixable.

40 to 59. Found by name only.

Under 40. The product is fine. The finding is broken.

Then write three actions for the next thirty days, each with a date and a name, starting with your lowest area.

Google 30	Reviews 25	Website 20	Social 15	Elsewhere 10
_____	_____	_____	_____	_____
Total out of 100		Movement since August		
_____		_____		