

SAMPLE REPORT. The business, competitors, reviews and all figures are invented to show the format. Not a customer.

LOCAL MAP PACK AUDIT, PREPARED 15 OCTOBER 2026

Bramblewood Heating & Air

HVAC contractor, Boise, Idaho

55/100

Profile completeness (11 of 20 checks passed)

63

Google reviews. The 3 map-pack businesses average 150.

25

Reviews with no owner reply, 3 of them 1 or 2 stars

0 of 3

Searches where you showed in the top 3 on the map

The short version

Your rating (4.6) is close to the businesses above you. The gap is everything around it: you have well under half their reviews, you have answered 60% of reviews against 96% for the leader, your newest photo is 14 months old, and your profile hours say you close at 6pm while your website promises 24/7 emergency service. None of these needs money to fix. Most can be done in a week.

Do these 3 things first

1. **Reply to the 3 negative reviews this week.** Drafts for 2 of them are on page 4. A calm, specific reply is what the next customer reads.
2. **Fix the hours and categories.** Make the hours match the website, add 3 missing secondary categories, set holiday hours. About 20 minutes.
3. **Ask every customer from the last 30 days for a review** with a short text and your review link. Closing the review gap is the slowest fix, so start now.

What we looked at

Your public Google Maps listing, your website, and the 3 businesses Google showed in the map pack for *hvac repair boise*, *furnace repair boise* and *ac repair near me*, searched from one location in central Boise on 14 October 2026. We did not log in to your profile.

Source for how Google ranks local results: Google Business Profile Help, "Tips to improve your local ranking on Google" (support.google.com/business/answer/7091), checked 15 October 2026. It says local results are based mainly on relevance, distance and prominence, that businesses with complete and accurate info are more likely to show up, and that more reviews and positive ratings can help.

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SECTION 1

Profile completeness: 55/100

20 checks, 5 points each. 11 passed, 9 did not. Each "No" has the fix next to it.

#	CHECK	PASS	FIX
1	Business name matches signage and website, no extra keywords	Yes	
2	Primary category is the most specific fit (HVAC contractor)	Yes	
3	Secondary categories cover your main services	No	Add Air conditioning repair service, Furnace repair service and Heating contractor.
4	Service area set to the places you actually work	Yes	
5	Address shown or hidden correctly for a service-area business	Yes	
6	Local phone number that matches the website	Yes	
7	Website link carries tracking (UTM) so you can count Maps visits	No	Change the link to end in ? utm_source=google&utm_medium=gbp.
8	Regular opening hours set	Yes	
9	Holiday hours set for the next public holiday	No	Set Thanksgiving and Christmas hours now, so the profile never shows you open when you are closed.
10	Hours match the website	No	Website says 24/7 emergency service. Profile shows Mon to Fri 7am to 6pm. Pick one and make both match.
11	Description uses most of the 750 characters and names services and areas	No	Current text is 212 characters and names no services. Draft on page 5.
12	Services list filled in, with short descriptions	No	Add 8 to 10 services: furnace repair, AC repair, heat pumps, tune-ups, duct cleaning and so on.
13	Attributes set (for example online estimates)	Yes	
14	Opening date set	Yes	
15	Logo and cover photo uploaded	Yes	
16	New photos added in the last 30 days	No	Last owner photo added 14 months ago. Add 20 job, van and team photos.
17	At least one Google update post in the last 30 days	No	No posts found. Start one short post a week.
18	Booking or estimate link set	Yes	
19	Reviews in the last 90 days answered within 7 days	No	2 of 7 recent reviews answered, and neither within 7 days.
20	Name, address and phone match on your website, Yelp, BBB and Angi	Yes	

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SECTION 2

You against the 3 map-pack businesses

These are the businesses Google placed in the top 3 on the map for your searches. In a real audit they are named. Here they are labelled A to C because the whole sample is invented.

BUSINESS	RATING	REVIEWS	LAST 90 DAYS	OWNER REPLIES	PHOTOS	CATEGORIES	POSTS, 30 DAYS
Competitor A	4.8	212	31	96%	112	4	Yes
Competitor B	4.7	148	22	81%	48	3	Yes
Competitor C	4.4	89	9	40%	31	2	No
Bramblewood Heating & Air	4.6	63	7	60%	9	1	No

What the table says

- **Review volume is the biggest gap.** You have 63 reviews against an average of 150. You collected 7 in the last 90 days, while Competitor A collected 31. At your current pace the gap grows every month.
- **Reply rate.** The two leaders answer most of their reviews. You have answered 38 of 63 (60%). Competitor C, the lowest-rated of the three, answers 40%.
- **Photos and posts.** You have 9 owner photos against 31 to 112. Both leaders posted an update in the last 30 days.
- **Categories.** You list 1 category. The leaders list 3 and 4, including Furnace repair service, which matches 2 of the 3 searches.

Where you showed up

SEARCH (FROM CENTRAL BOISE, 14 OCT 2026)	YOUR POSITION ON THE MAP LIST
hvac repair boise	5
furnace repair boise	7
ac repair near me	4

Positions change with the searcher's location and from day to day. Treat these as a snapshot, not a ranking promise.

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SECTION 3

Unanswered reviews: 25 of 63

By rating: 5 stars, 17 of 48 unanswered. 4 stars, 5 of 9. 1 or 2 stars, 3 of 6. There are no 3-star reviews. Start with the negative ones: they are what a careful buyer reads first.

5 drafted replies, ready to paste

Written to sound like the owner, short, and specific to what the customer said. No discount offers, no arguing, no keyword stuffing.

1 star · Marcus T. · 5 weeks ago · no owner reply

"Tech showed up three hours late and the furnace was making the same noise the next morning."

Drafted reply

Marcus, I'm sorry. Arriving three hours late without a call is on us, and so is a noise that came back the next day. I'd like to send our lead tech back at no charge to find the real cause. Please call the office and ask for me directly. Dan, owner

2 stars · Priya S. · 2 months ago · no owner reply

"The price for the new AC was a lot higher than the number we were given on the phone."

Drafted reply

Priya, thank you for saying so. A phone number should never be far from the written quote, and if it was, we did not explain the difference well enough. I'd like to go through the quote line by line with you and fix anything that is not right. Dan, owner

4 stars · Greg L. · 3 weeks ago · no owner reply

"Good install on our heat pump but it took two weeks to get on the schedule."

Drafted reply

Thanks, Greg. Glad the heat pump install went well, and you're right about the wait. Fall is our busiest stretch, and we're working on getting installs booked faster. Thanks for your patience with us. Dan, owner

5 stars · Alicia M. · 6 weeks ago · no owner reply

"Same-day AC repair in the July heat. Kelsey explained everything and the price was what she said."

Drafted reply

Alicia, thank you. A broken AC in a Boise July is no fun, so we're glad Kelsey got you cooled down the same day. I'll make sure she sees this. Dan, owner

5 stars · Tom R. · 4 months ago · no owner reply

"Annual furnace tune-up, on time, no upsell. Will use again."

Drafted reply

Thanks, Tom. On time and no upsell is exactly how we want every tune-up to go. See you next fall. Dan, owner

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SECTION 4

30-day action list

WHEN	ACTION	TIME
Week 1	Reply to the 3 negative reviews. Make hours match the website. Add 3 secondary categories. Set holiday hours. Add UTM tracking to the website link. Replace the description with the draft below.	1 hour
Week 2	Reply to the other 22 unanswered reviews, newest first. Start sending a review-request text after every finished job.	1.5 hours
Week 3	Upload 20 real photos: jobs, vans, team, finished installs. Publish the first weekly update post (furnace tune-up season).	45 min
Week 4	Fill in the services list with short descriptions. Re-run the 3 searches from the same spot and compare with page 3.	45 min

Draft business description (676 characters, limit 750)

Bramblewood Heating & Air is a family-run HVAC contractor serving Boise, Meridian, Eagle and Garden City. We repair and install furnaces, air conditioners and heat pumps, and we run annual tune-ups for homes and small businesses. Our technicians give a written price before any work starts, and we offer same-day repair visits on weekdays when you call before noon. We service all major brands, handle duct cleaning and thermostat upgrades, and can help you check whether a heat pump suits your home. Emergency no-heat calls are answered in the evenings and at weekends. Call us or book an estimate online, and you will speak to someone at our Boise office, not a call center.

Only use the lines that are true for your business. Google's guidelines (support.google.com/business/answer/3038177) do not allow links in the description, or a focus on promotions and prices.

Keeping it up after day 30

The two habits that move this profile are answering every review within a few days and asking every customer for one. If you would rather not write the replies yourself, our monthly service drafts a reply to every new review and sends it to you to approve.

Prepared by GPT Shop Ltd, registered in England and Wales, company no. 15766335, Goodison Middleton, Winterslow, Salisbury SP5 1QR, United Kingdom. chris@gptshopltd.com. gbp.gptshopltd.com. This is a sample. Everything about Bramblewood Heating & Air in it is invented.