

GBP Health Checklist

Pool Service Edition

A 15-point audit to see if your Google Business Profile is ready to rank — built from the same framework we use on \$299 paid audits. Tick honestly, score yourself at the bottom.

01 PHOTOS & VISUALS 3 PTS

- Do you have **25+ photos** on your GBP?
- Do you have recent **before/after pool photos**?
- Have you uploaded new photos in the **last 30 days**?

03 REVIEWS & RATINGS 3 PTS

- Do you have **50+ reviews**?
- Is your average rating **4.5★ or higher**?
- Do you respond to every review **within 24 hours**?

02 POSTS & CONTENT 3 PTS

- Have you posted on GBP in the **last 30 days**?
- Do you post **at least once per week**?
- Do your posts include a **call-to-action** (call, message, book)?

04 PROFILE COMPLETENESS 3 PTS

- Have you listed **20+ service categories**?
- Is your service area expanded to **8+ cities** (not just 1 ZIP)?
- Is your business description **100+ words and keyword-rich**?

05 ENGAGEMENT & ACCESSIBILITY 3 PTS

- Are your business hours **updated and accurate**?
- Do you have a **website linked** in your GBP?
- Have you asked customers to leave reviews in the **last 60 days**?

Score Yourself TOTAL YOUR YES ANSWERS

● CRITICAL

0 – 5 / 15

Your GBP is costing you clients. Competitors are eating your local leads.

● NEEDS WORK

6 – 10 / 15

You're losing ranking battles. A few gaps are holding back map-pack visibility.

● STRONG

11 – 15 / 15

You're ready to compete locally. Keep posting weekly to defend your rank.

INDUSTRY BENCHMARK · POOL SERVICES

Most pool services score 4–6 out of 15.

Get your personalized audit and we'll fix every gap in 7 days — photos, posts, categories, service area, the works.

\$299
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