

Your Google profile is leaving calls on the table.



Audit for Cedar & Pine Plumbing · Toronto, ON · travels to customer (metro-wide ranking possible)

THE SCORECARD

Primary category	FAIL	Set to "Plumber" generically — top-ranked locals use a higher-intent primary + 6 secondaries you're missing.
Services listed	WARN	4 of ~14 filled in. High-volume terms like "emergency plumbing" and "drain cleaning" are absent.
Business description	FAIL	Empty. A keyword-aware description is a free ranking and trust signal.
Photos	WARN	3 photos, none in the last 6 months. Profiles with 100+ genuine photos see up to 520% more calls.
Google Posts	FAIL	No posts in 90+ days. Google reads stale profiles as inactive and quietly demotes them.
Reviews	WARN	11 reviews · 4.6★ — past the 10 threshold, but velocity stalled (none in 2 months).
Review responses	WARN	2 of 11 answered. Unanswered reviews read as "asleep at the wheel" to prospects.
Service areas	FAIL	Only Toronto set. As a travel-to-customer business you can rank across ~12 nearby municipalities.
Citations (NAP)	FAIL	Phone number differs across Yelp, Facebook & Yellow Pages — a direct trust/suspension risk.
Hours & attributes	PASS	Complete and consistent. Nice — one of the few fields fully done.

The top 3 map-pack listings capture roughly **50% of all clicks** for "plumber Toronto." With a half-built, inactive profile, you're effectively invisible for the searches that turn into phone calls — while competitors who keep their profile complete and active take the work that could have been yours.

YOUR TOP 3 FIXES

01

Fix the category stack

Correct the primary category and add the secondaries the top-ranked locals use. Biggest single ranking lever.

02

Open up service areas

Add the ~12 reachable municipalities so you compete metro-wide, not just in one city.

03

Restart activity + reviews

Resume posting and rebuild review velocity so Google sees a live, trusted business again.

WHAT IT COSTS TO FIX

DONE-FOR-YOU SETUP

\$497 one-time

We fix every item in this audit — categories, services, photos, description, citations, and your first Google posts. No platform required.

Get started — pay online →

OPTIONAL ONGOING

\$247 /month

Stay ranked: weekly Google posts, review responses & velocity, profile monitoring, and a monthly performance report. Cancel anytime.

Add management →

White-hat & no platform required · Start free at nomadsystems.co/services/google-business-profile