

AUDIT

Free Reputation Health Audit Report

A free, comprehensive self-assessment that scores your online reputation across Google Reviews, Google Business Profile, local listings, social media, and your website — with specific action items to fix what's broken.

How to Use This Audit

Set aside 15-20 minutes. Go through each category, answer honestly, and tally your scores. At the end, you'll have a clear, prioritized picture of where your online reputation stands and exactly what to fix first.

You'll need:

- A computer or phone with a browser
- Access to your Google Business Profile
- Your social media login credentials
- Your website URL

Scoring system: Each category is scored on a 0-20 point scale. Your total across all 5 categories gives you a score out of 100.

Category 1: Google Reviews

Google reviews are the single most influential factor in how potential customers perceive your business. This section measures the strength of your review profile.

Assessment Questions

1.1 Total Review Count

Search for your business name on Google and count your total reviews.

Reviews	Points
100+	4
50-99	3
25-49	2
10-24	1
0-9	0

Your score: ____

1.2 Average Star Rating

Rating	Points
4.8 - 5.0	4
4.5 - 4.7	3
4.0 - 4.4	2
3.5 - 3.9	1
Below 3.5	0

Your score: ____

1.3 Review Recency

How long ago was your most recent review?

Recency	Points
Within the past week	4
Within the past month	3
Within the past 3 months	2
Within the past 6 months	1
More than 6 months ago	0

Your score: ____

1.4 Review Response Rate

Look at your last 20 reviews. How many did you respond to?

Response Rate	Points
90-100% (18-20 of 20)	4
70-89% (14-17 of 20)	3
50-69% (10-13 of 20)	2
25-49% (5-9 of 20)	1
Under 25% (0-4 of 20)	0

Your score: ____

1.5 Review Velocity (New Reviews Per Month)

Count the reviews you've received in the past 3 months and divide by 3.

Monthly Reviews	Points
10+ per month	4
5-9 per month	3
2-4 per month	2
1 per month	1
Less than 1 per month	0

Your score: ____

Google Reviews Total: ____ / 20

Grade Scale

Score	Grade	Assessment
17-20	A	Excellent — your review profile is a competitive advantage
13-16	B	Good — a few improvements will make a big difference
9-12	C	Average — you're leaving significant business on the table
5-8	D	Below average — this is likely costing you customers daily
0-4	F	Critical — reviews should be your #1 priority right now

Action Items by Grade

Grade A: Maintain your system. Focus on review velocity and continuing to respond promptly. Start leveraging reviews in marketing materials.

Grade B: Improve your review request system. Ensure every customer is asked. Respond to all reviews within 24 hours. Set a goal to reach 100+ reviews if you're not there.

Grade C: Implement a formal review generation system immediately. Train all technicians to ask. Set up automated text requests. Start responding to every review today.

Grade D: This is urgent. Your review profile is actively driving customers to competitors. Start asking for reviews on every job today. Respond to your last 20 unresponded reviews this week. Consider a tool like Reveo to automate the process.

Grade F: Stop everything and fix this. Your lack of reviews is the single biggest bottleneck in your business growth. Follow the 30-Day Action Plan in our Google Review Guide and treat this as a business emergency.

Category 2: Google Business Profile Optimization

Your Google Business Profile (GBP) is your most important online listing. It appears in Google Search, Google Maps, and influences your local ranking. An incomplete or outdated profile sends the wrong message.

Assessment Questions

2.1 Business Information Accuracy

Check your GBP for: business name, address, phone number, website, and hours of operation.

Accuracy	Points
All 5 fields are accurate and current	4
4 out of 5 are accurate	3
3 out of 5 are accurate	2
2 or fewer are accurate	0

Your score: ____

2.2 Business Categories

Does your GBP have a primary category and at least 2 additional categories that accurately describe your services?

Categories	Points
Primary + 3 or more additional	4
Primary + 1-2 additional	2
Primary category only	1
Incorrect or missing category	0

Your score: ____

2.3 Photos

Count the photos on your GBP. Include exterior, interior, team, and work photos.

Photos	Points
25+ photos across multiple types	4
10-24 photos	3
5-9 photos	2
1-4 photos	1
No photos (or just the auto-generated ones)	0

Your score: ____

2.4 Google Posts

Have you published any Google Posts in the past 30 days?

Posts	Points
4+ posts in the past 30 days	4
2-3 posts in the past 30 days	3
1 post in the past 30 days	2
Posted, but more than 30 days ago	1
Never posted	0

Your score: ____

2.5 Services, Products, and Q&A

Check if you have: services listed, products/service menu, and at least 3 Q&A entries.

Completeness	Points
All three sections populated	4
Two of three sections populated	3
One section populated	1
None populated	0

Your score: ____

Google Business Profile Total: ____ / 20

Grade Scale

Score	Grade	Assessment
17-20	A	Excellent — your GBP is fully optimized and working hard for you
13-16	B	Good — fill the gaps to maximize your visibility
9-12	C	Average — significant opportunities being missed
5-8	D	Below average — competitors with better profiles are outranking you
0-4	F	Critical — your GBP is a liability, not an asset

Action Items by Grade

Grade A: Keep your profile fresh with weekly posts and new photos monthly. Monitor Q&A for new questions. You're ahead of most competitors.

Grade B: Identify the 1-2 areas you scored lowest and fix them this week. Most likely: add more photos, start posting, or populate your services section.

Grade C: Block 2 hours this week to optimize your profile. Add all services, upload 10+ photos, write your first Google Post, and ensure your business info is 100% accurate.

Grade D: Your profile needs a complete overhaul. Go through every section of your GBP and fill in everything. Add photos of your team, your work, your vehicles. Start posting weekly. This is one of the highest-ROI activities you can do.

Grade F: If you haven't claimed your GBP, do it today at business.google.com. If you have, treat this as a top priority. An empty GBP is worse than no listing at all — it signals that you don't care about your online presence.

Category 3: Listings Management

Your business information appears across dozens of online directories. When your Name, Address, and Phone number (NAP) are inconsistent across these sites, it confuses both customers and search engines — hurting your rankings and your credibility.

Assessment Questions

3.1 NAP Consistency — Top 5 Directories

Check your business name, address, and phone number on: Google, Yelp, Facebook, BBB, and Bing Places. Are they identical across all 5?

Consistency	Points
Identical across all 5	4
Identical on 4 out of 5	3
Identical on 3 out of 5	2
Identical on 2 or fewer	0

Your score: ____

3.2 Listing Presence — Secondary Directories

Check if you have claimed listings on: Angi, HomeAdvisor, Thumbtack, Nextdoor, and Apple Maps.

Presence	Points
Claimed on 4-5	4
Claimed on 2-3	2
Claimed on 0-1	0

Your score: ____

3.3 Industry-Specific Directories

Are you listed on directories specific to your trade? (e.g., HVAC.com, Porch.com, Houzz, Networx, etc.)

Presence	Points
Listed on 3+ industry directories	4
Listed on 1-2 industry directories	2
Not listed on any	0

Your score: ____

3.4 Duplicate Listings

Search for your business name on Google. Do you see multiple, conflicting listings for the same business?

Duplicates	Points
No duplicates found	4
1 duplicate found	2
2+ duplicates found	0

Your score: ____

3.5 Listing Completeness

On your top 3 directory listings (besides Google), are the profiles complete with descriptions, photos, hours, and services?

Completeness	Points
All 3 are fully complete	4
2 out of 3 are complete	3
1 out of 3 is complete	1
None are complete	0

Your score: ____

Listings Management Total: ____ / 20

Grade Scale

Score	Grade	Assessment
17-20	A	Excellent — your listings are consistent and comprehensive
13-16	B	Good — minor inconsistencies to clean up
9-12	C	Average — inconsistencies are likely confusing search engines
5-8	D	Below average — your listings are hurting your local SEO
0-4	F	Critical — listing issues are a major barrier to being found

Action Items by Grade

Grade A: Audit your listings quarterly. Set calendar reminders to check for accuracy after any business changes (new phone number, address change, etc.).

Grade B: Fix the inconsistencies you found. Claim any unclaimed listings. Update incomplete profiles with full information.

Grade C: Block 3-4 hours to audit and fix your top 10 listings. Focus on NAP consistency first, then completeness. Remove or merge any duplicates.

Grade D: You likely have significant NAP inconsistencies across the web. Start with the top 5 directories and make them 100% consistent. Then work through secondary directories over the next 2-3 weeks.

Grade F: Your listing situation needs serious attention. Start by creating a master spreadsheet with your correct NAP and working through each directory one by one. Consider a listings management tool to automate ongoing monitoring.

Category 4: Social Media Presence

For home service businesses, social media isn't about going viral — it's about looking credible when potential customers check you out. An active, professional social presence reinforces the trust built by your reviews and profile.

Assessment Questions

4.1 Facebook Business Page

Status	Points
Active page with posts in the past 30 days, complete info, and reviews enabled	4
Page exists with complete info but no recent posts	3
Page exists but incomplete (missing hours, description, or contact info)	1
No Facebook business page	0

Your score: ____

4.2 Facebook Page Optimization

Check for: cover photo, profile photo (logo), CTA button (Book Now, Call Now, etc.), About section filled, and Reviews tab enabled.

Optimization	Points
All 5 elements present	4
3-4 elements present	3
1-2 elements present	1
None	0

Your score: ____

4.3 Instagram Business Profile

Status	Points
Business profile with posts in the past 30 days, complete bio, and contact info	4
Profile exists with some posts but incomplete bio	2
Profile exists but dormant (no posts in 3+ months)	1
No Instagram business profile	0

Your score: ____

4.4 Profile Consistency Across Platforms

Is your business name, logo, contact info, and description consistent across Facebook, Instagram, and Google?

Consistency	Points
Fully consistent across all platforms	4
Minor inconsistencies (different phone or slightly different name)	2
Significant inconsistencies	0

Your score: ____

4.5 Social Proof on Social Media

Do your social media pages showcase customer testimonials, before/after photos, or review screenshots?

Social Proof	Points
Regular posts featuring customer stories and results	4
Occasional social proof posts	2
No social proof content	0

Your score: ____

Social Media Presence Total: ____ / 20

Grade Scale

Score	Grade	Assessment
17-20	A	Excellent — your social presence reinforces your credibility
13-16	B	Good — some optimization will strengthen your presence
9-12	C	Average — your social profiles need attention
5-8	D	Below average — incomplete profiles may be hurting trust
0-4	F	Critical — missing or abandoned social profiles are a red flag

Action Items by Grade

Grade A: Maintain your posting cadence. Experiment with video content (job walkthroughs, tech introductions). Engage with comments and reviews on social platforms.

Grade B: Focus on consistency. Make sure all profiles have the same branding, contact info, and CTA. Start posting at least 2x per week on your primary platform.

Grade C: Pick one platform (usually Facebook) and make it great before spreading yourself thin. Complete your profile, post 2-3 times per week, and enable reviews.

Grade D: Start with the basics: claim your pages, upload your logo and cover photo, fill in all business info. Don't worry about posting yet — just look credible.

Grade F: At minimum, you need a Facebook business page with complete information. This takes 30 minutes. Do it today. Instagram can come later.

Category 5: Website Review Integration

Your website is often the final stop before a customer calls. If your reviews aren't visible there, you're missing a critical trust signal at the moment of decision.

Assessment Questions

5.1 Review Widget or Testimonial Section

Does your website display your Google reviews (via widget, embedded feed, or testimonial section)?

Widget	Points
Live review feed/widget showing recent Google reviews	4
Static testimonial section with 5+ real reviews	3
A few scattered testimonials	1
No reviews or testimonials on the website	0

Your score: ____

5.2 Review Count and Rating Visible

Can visitors see your total review count and star rating on your website (e.g., "4.8 stars from 150+ Google reviews")?

Visibility	Points
Review count and rating prominently displayed (header, hero, or sidebar)	4
Displayed but not prominent (footer or secondary page)	2
Not displayed anywhere	0

Your score: ____

5.3 Link to Google Reviews

Does your website link directly to your Google reviews so visitors can read more?

Link	Points
Direct link to Google reviews, easy to find	4
Link exists but hard to find	2
No link to Google reviews	0

Your score: ____

5.4 Review-Related Trust Badges

Does your website display trust indicators like: BBB accreditation, "Top Rated on Google," industry certifications, or awards?

Trust Badges	Points
3+ trust badges/certifications displayed	4
1-2 trust badges displayed	2
No trust badges	0

Your score: ____

5.5 Review Generation from Website

Does your website include a way for visitors to leave a review (e.g., "Leave Us a Review" button linking to Google)?

Generation	Points
Clear CTA to leave a review with direct link	4
Link exists but not prominent	2
No review CTA on website	0

Your score: ____

Website Review Integration Total: ____ / 20

Grade Scale

Score	Grade	Assessment
17-20	A	Excellent — your website leverages reviews as a conversion tool
13-16	B	Good — some additions will improve trust and conversion
9-12	C	Average — you're not fully leveraging your reviews on your site
5-8	D	Below average — visitors can't see your reputation when it matters most
0-4	F	Critical — your website is missing its most powerful trust element

Action Items by Grade

Grade A: A/B test placement of review widgets. Consider adding reviews to service-specific pages. Ensure your widget updates automatically with new reviews.

Grade B: Add a live review widget if you're using static testimonials. Make your review count and rating visible on the homepage above the fold. Add a "Leave a Review" CTA.

Grade C: Install a Google review widget on your homepage and key service pages. Add your star rating and review count to your header or hero section. It takes an hour and dramatically improves conversion.

Grade D: Start with a simple testimonial section on your homepage using 5-10 of your best reviews. Add a clear link to your Google reviews. These are quick wins with high impact.

Grade F: This is the easiest category to fix. Copy 5 great reviews onto your homepage today. Add a link to your Google Business Profile. Install a free review widget this week.

Your Overall Reputation Health Score

Add your category scores:

Category	Score
Google Reviews	___ / 20
Google Business Profile	___ / 20
Listings Management	___ / 20
Social Media Presence	___ / 20
Website Review Integration	___ / 20
Total	___ / 100

Overall Grade

Score	Grade	Assessment
85-100	A	Outstanding — your online reputation is a powerful competitive advantage. Focus on maintaining and optimizing.
70-84	B	Strong — you're ahead of most competitors but there's room to improve. Focus on your lowest-scoring categories.
55-69	C	Average — you're not standing out from competitors. Significant improvements are needed in 2-3 categories.
40-54	D	Below Average — your online reputation is likely costing you customers every week. Prioritize the categories where you scored lowest.
0-39	F	Critical — your online presence is a serious business liability. Start with Google Reviews and your Google Business Profile, then work outward.

Your Priority Action Plan

Based on your scores, complete these actions in order of impact:

If Google Reviews is your lowest score:

1. Get your direct Google review link today
2. Ask every customer for a review starting tomorrow

3. Respond to all existing unresponded reviews this week
4. Set up automated text review requests
5. Goal: 10+ new reviews in the next 30 days

If Google Business Profile is your lowest score:

1. Log in to business.google.com today
2. Fill in every empty field (hours, services, description)
3. Upload 10+ photos (team, work, vehicles, office)
4. Write your first Google Post today
5. Add 5+ Q&A entries answering common customer questions

If Listings Management is your lowest score:

1. Create a master NAP document with your correct business name, address, and phone
2. Audit your top 5 directories this week
3. Fix any inconsistencies immediately
4. Claim listings on any directory where you're not present
5. Set a monthly reminder to re-check

If Social Media Presence is your lowest score:

1. Claim and complete your Facebook business page today
2. Upload your logo, cover photo, and fill in all business info
3. Enable reviews on your Facebook page
4. Post 2-3 times this week (before/after photos, team introductions, tips)
5. Instagram can wait until Facebook is solid

If Website Review Integration is your lowest score:

1. Add your top 5 Google reviews to your homepage today
 2. Install a Google review widget this week
 3. Add your star rating and review count to your header
 4. Add a "Leave Us a Review" button linking to Google
 5. Add trust badges (BBB, certifications, awards) to your footer
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Retake This Audit in 90 Days

Bookmark this document and retake the audit quarterly. Track your progress over time:

Date	Google Reviews	GBP	Listings	Social	Website	Total	Grade
Today: —	—	—	—	—	—	—	—
90 days: —	—	—	—	—	—	—	—
6 months: —	—	—	—	—	—	—	—
12 months: —	—	—	—	—	—	—	—

Keep Building Your Reputation

Wherever your score landed, two more free resources to close the gaps you just found:

- [Stop Staring at Reviews Wondering What to Say →](#) — if your review-response score was low, this fixes it today.
- [Your Competitors Have More Reviews Than You. Here's How to Fix That →](#) — if your review-volume score was low, this is the system to build.

Want Help Improving Your Score?

Running through this audit is the first step. Fixing everything you found? That's where it gets real. **Reveo** helps home service businesses monitor, manage, and improve their online reputation from a single dashboard — reviews, social presence, and more.

See how Reveo can help →