

FOR UK TRADESPEOPLE AND LOCAL BUSINESSES

The 7-Point Local Rank Check

A 20-minute self-check for your Google Business Profile. Built for UK tradespeople and local businesses.

FREE CHECK

The 7-Point Local Rank Check

A fast, DIY self-check for UK tradespeople and local businesses. Seven things to look at on your Google Business Profile and website today. Twenty minutes. No tools, no sign-ups, no paid SaaS.

This is the smartest version of our paid £97 audit. In a mere twenty minutes you score yourself low, the full audit digs into 12 checks, adds a competitor scan, and hands you a branded PDF with the top 10 fixes in priority order. More on that at the end.

How to use this: open your Google Business Profile in one tab and this PDF in another. Work top to bottom. Give yourself a score out of 5 for each point. Total it up at the end.

CHECK 1

Is your profile actually live?

Open Google. Search your business name in quotes. Does your Google Business Profile card appear on the right hand side? If nothing shows up, or if the status banner in your dashboard says anything about a suspension, you are invisible.

Score yourself

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PASS (5): Profile shows up and the dashboard is clean

- **AT RISK (2):** Profile shows up but the dashboard has yellow warnings

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FAIL (0): Profile is suspended, hidden, or does not show at all

CHECK 2

Is your primary category right?

Look at the category at the top of your profile. Now search your main service (e.g. 'emergency plumber') on Google Maps from a different postcode. Click the top 3 results and compare their category to yours.

Score yourself

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PASS (5): Your primary category matches the top competitors and matches what you sell

- **PARTIAL (3):** Your category is vaguely related but not the best fit

FAIL (0): You picked something like 'Plumbing Supply Store' when you are a service plumber and local businesses.

CHECK 3

Are your Name / Address / Phone consistent online?

Search your business name in Google in quotes. Click through to every directory listing you find (Yell, FreeIndex, Checkatrade, etc). Write down the phone number and address you see on each.

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Score yourself

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PASS (5): Every directory shows the same name, address, phone

- PARTIAL (3): One or two directories are out of date

- FAIL (0): Three or more directories show wrong details

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CHECK 4

How recent is your last review?

Look at the Reviews tab. When was your last one posted?

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- PASS (5): Last review was within the last 7 days

- PARTIAL (2): Last review was within the last 30 days

- FAIL (0): Last review was more than 30 days ago

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CHECK 5

How recent is your last photo?

Scroll through your profile photos. Look at upload dates.

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Score yourself

- PASS (5): You uploaded at least 3 photos in the last 30 days

- PARTIAL (2): Last photo upload was 30-90 days ago

- FAIL (0): Your newest photo is more than 90 days old

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CHECK 6

Are there unanswered questions in the Q&A; section?

Open the Q&A; panel on your profile. Count the questions. How many have no response from you?

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Score yourself

- PASS (5): Every question answered, plus you have seeded 5+ of your own

- PARTIAL (2): No unanswered questions but none seeded either

- FAIL (0): One or more questions unanswered for more than 7 days

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CHECK 7

Is your website alive, fast, and cleanly linked?

Click the website link on your profile. Does it load in under 3 seconds? Is it secure (https)? Is your phone number the same on the site as on the profile?

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Score yourself

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- PASS (5): Loads fast, secure, NAP matches, mobile friendly

- PARTIAL (3): Works but is slow or has mismatched details

- FAIL (0): Site is down, insecure, or links to the wrong business

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YOUR SCORE

Total up and see where you stand

Add your seven scores together for a total out of 35.

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30-35 — Strong

You are in the top 20 percent of UK local businesses. Keep doing what you are doing. Review
every 90 days.

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20-29 — Average

Most UK tradespeople score here. Small issues are stacking up. A weekend of focused work will
move you into the 30s and visible phone lift follows.
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10-19 — At risk

You are losing jobs to local competitors who have sorted the basics. Two of the seven checks are
costing you real money every week.

0-9 — Critical

You are essentially invisible on Google Maps. The good news is every fix from here is a visible win
because the baseline is so low.

WANT THE FULL VERSION?

The £97 Rank Rescue Audit

This free check covers 7 of the 12 things we look at on the paid £97 audit. The paid version adds 5 more checks, a top 5 competitor scan, and a personalised PDF with your Rank Score and the top 10 fixes in priority order. Delivered in 48 hours.

It comes with a guarantee: **rescued in 14 days or we work for free.**

Order at rankrescue.co.uk/pricing. Flat £97, no contracts, UK only, Stripe secure checkout.

Or, if you would rather DIY it end-to-end, the **£27 Playbook** walks you through all 12 checks in full detail. 16 pages, no fluff, instant download.

Rank Rescue | UK local SEO for tradespeople | rankrescue.co.uk