

SAMPLE - fictional business and competitors, for illustration only

Google Business Profile Audit: Cedar Hollow Heating & Air (Fairbrook, OH)

Compared with the top 3 map results for "hvac repair fairbrook". Public listing data only. Prepared by Row & Page.

	Cedar Hollow	Competitor A	Competitor B	Competitor C
Primary category	HVAC contractor	HVAC contractor	Air conditioning repair service	HVAC contractor
Other categories	0	4	3	2
Rating / reviews	4.6 / 38	4.8 / 212	4.7 / 141	4.5 / 96
New reviews, last 90 days	2	19	11	7
Owner replies (last 10)	0 / 10	10 / 10	7 / 10	4 / 10
Photos	9	160+	85	40
Last post	none	6 days ago	3 weeks ago	none
Services listed	3	14	9	6
Description	1 sentence	full	full	full

Prioritized fix list

#	Fix	Why	Effort
1	Add categories: Furnace repair service, Air conditioning repair service, Heating contractor	All 3 competitors use at least 2 of these; you offer all three	10 min
2	Reply to all 38 reviews, then every new one within 2 days	Leader replies to 10/10; you reply to 0/10	1 hr, then ongoing
3	Ask every finished job for a review (target 6/month)	Leader adds ~6/month; you add <1	Ongoing
4	Add 11 services with short descriptions (list attached)	You list 3; leader lists 14	45 min
5	Upload 20 real photos: van, team, before/after installs	9 photos vs 40-160+	1 hr + weekly
6	Post weekly (4 drafts below)	Only one competitor posts regularly: easy edge	15 min/week
7	Replace 1-sentence description (draft below)	Your description names no services or area	5 min

Paste-ready description (draft)

Cedar Hollow Heating & Air is a family-run HVAC company serving Fairbrook and nearby towns since 2009. We repair and replace furnaces, heat pumps and central air systems, handle seasonal tune-ups, and install smart thermostats. Our technicians give a written estimate before any work starts, and we answer calls six days a week. Homeowners and small landlords call us when the heat quits on a cold night or the AC struggles in July.

Post drafts (first 2 of 4 shown)

1. Furnace check before the first freeze. A 30-minute tune-up catches worn igniters and dirty flame sensors before they leave you without heat. Book a fall tune-up this month. [photo: tech at furnace]

2. Recent job: heat pump swap on Elm Street. A 14-year-old unit replaced with a variable-speed heat pump in one day, old unit hauled away. Ask us for a written estimate. [photo: new outdoor unit]

Sample only. Real audits use your listing and your actual top 3 competitors. rowandpage.pages.dev/google-business-profile-audit/