

The Contractor's GBP Trust Scorecard

A practical audit for local visibility and profile stability



What you'll need before you start

Have the following open before scoring:

- Your **Google Business Profile**
 - Your **website**
- Your **Google reviews**
 - Your main directory listings (Yelp, Angi, BBB, etc.)

Best practice: Use an **incognito or private browser window** when searching Google so results reflect what customers see, not personalization.

Scorecard

Category 1: Profile accuracy (foundation)

These signals help Google understand who you are and what you actually do.

Question	2 points	1 point	0 point	Score
1. Business name accuracy				
Is your business name listed exactly as it appears in the real world, without extra keywords?	Exact legal or DBA name, no added keywords	Minor variations (abbreviations, punctuation differences)	Keywords added to the business name	
2. Primary category relevance				
Is your primary category the most accurate match for your core service?	Highly specific primary category aligned with main service	Broad category that partially fits	Incorrect or misleading primary category	
3. Core business details completed				
Are all essential fields fully filled out and accurate? (Includes address or service area, phone number, website, hours, services)	All core fields completed and accurate	Most fields completed, minor gaps	Multiple missing or outdated fields	
Total Category 1 Score				

Category 2: Customer proof (social trust)

These signals show whether real customers engage with your business.

Question	2 points	1 point	0 point	Score
4. Review rating threshold				
What does your current Google rating look like?	4.5 stars or higher	4.0–4.4 stars	Below 4.0 stars or very few reviews	
5. Review recency				
Have you received new reviews recently?	10+ reviews in the last 90 days	Some recent reviews, but inconsistent	No recent reviews	
6. Review response activity				
Do you respond to customer reviews?	Responds to most reviews, positive and negative	Responds occasionally	No responses	
Total Category 2 Score				

Category 3: Visual proof and activity (real-world signals)

These signals show that your business is active and legitimate.

Question	2 points	1 point	0 point	Score
7. Recent project photos				
Have you uploaded photos of real work recently?	10+ photos added in the last 90 days	Some photos, older or infrequent	No recent or only stock photos	
8. Team or equipment images				
Do your photos show your team, trucks, tools, or job sites?	Clear photos of crews, equipment, or jobs	Limited team or equipment images	No visual proof beyond logos or stock imagery	
9. Ongoing profile activity				
Do you use posts, updates, or Q&A features?	Posts or updates used regularly	Occasional updates	No ongoing activity	
Total Category 3 Score				

Category 4: Off-profile consistency (authority signals)

These signals reinforce trust beyond Google Business Profile.

Question	2 points	1 point	0 point	Score
10. Name, address, and phone consistency				
Does your GBP match your website and directories exactly?	NAP matches website and major directories	Minor inconsistencies	Major differences across platforms	

Total Scores

Category 1	Category 2	Category 3	Category 4	Total Overall Score

Scoring & interpretation

0–7 points

Foundational work needed

Core trust signals are missing or inconsistent. Focus on accuracy, reviews, and basic activity first.

8–14 points

Partial trust signals in place

Some strengths are present, but gaps may limit visibility or stability. Prioritize consistency and recent activity.

15–20 points

Strong trust and stability

Your profile shows clear signs of legitimacy, engagement, and consistency. Maintain momentum and monitor quarterly.

Next Steps

Fix your weakest pillar

Choose one high-impact improvement

Re-score every six months