LOCAL VISIBILITY REPORT · GOOGLE BUSINESS PROFILE

Are local customers finding you on Google?

seoaudit.software

1 October – 31 October 2026, compared with 1–30 September 2026

PROFILE VIEWS

236

▲ **56.3%** vs 151 in September

CUSTOMER ACTIONS

38

▲ **8.6%** vs 35 in September

35 direction requests, **3** website clicks and **0** calls from the Google listing.

PREPARED FOR

SEO Software
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PREPARED BY

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SOURCE

Google Business Profile
Views, actions and search terms as reported by Google

SUMMARY

236 people saw the profile, 38 took action

Views rose **56.3%** on September, mostly on Google Maps. Almost every action was a **direction request**. Few people clicked through to the website and nobody called.

PROFILE VIEWS	ACTIONS	DIRECTIONS	WEBSITE CLICKS
236	**38**	**35**	**3**
▲ 56.3%	▲ 8.6%	▲ 6.1%	▲ 50.0%
Sep: 151	Sep: 35	Sep: 33	Sep: 2

PHONE CALLS	ACTION RATE	SEARCH TERMS	RATING
0	**16.1%**	**Not yet shared**	**Not available**
–	▼ 7.1 pts	See page 6	See page 6
Sep: 0	Sep: 23.2%		

Actions = calls + direction requests + website clicks + messages (same as the app). Action rate = actions ÷ profile views.

What changed this month

- ✓ Google Maps views almost doubled: **169** against 94 in September (▲ 79.8%).
- ✓ Direction requests went up to **35** (▲ 6.1%), and more of them came in the second half of the month.
- ! **112** of the 236 views came on 1 and 2 October. Without those days the month had 124 views, fewer than September's 151.
- ! The action rate fell from 23.2% to 16.1%: the extra views brought few extra actions.
- × No phone calls, messages or bookings in October or September.

IN SHORT

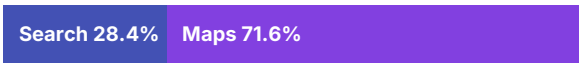
More people saw the profile in October (236 views, up from 151), and Google Maps brought most of them. But 112 of those views came on just two days, and the share of viewers who acted fell from 23.2% to 16.1%. Direction requests are the profile's strongest result (35). Calls are at 0, so making the phone number and website link easy to find is the next step.

WHERE THE VIEWS COME FROM

Google Maps brings 7 in 10 views

A **view** is one time the profile was shown on Google Search or Google Maps. People who find you on Maps are often close by and ready to visit. This month **86.9%** of views came from computers, not phones.

SEARCH OR MAPS



Google Search **67** Google Maps **169**

COMPUTER OR PHONE



Desktop **205** Mobile **31**

Views by place and device

WHERE THE PROFILE WAS SHOWN	SEPTEMBER	OCTOBER	CHANGE
Google Search on phones	11	19	▲ 72.7%
Google Search on computers	46	48	▲ 4.3%
Google Maps on phones	17	12	▼ 29.4%
Google Maps on computers	77	157	▲ 103.9%
All Google Search	57	**67**	▲ 17.5%
All Google Maps	94	**169**	▲ 79.8%
All views	151	**236**	▲ 56.3%

MAPS SHARE
71.6%
Sep: 62.3%

DESKTOP SHARE
86.9%
Sep: 81.5%

VIEWS ON PHONES
31
▲ 10.7%
Sep: 28

CHECK THIS

110 of the 157 Maps views on computers came on 1 and 2 October. Find out what happened on those days (an ad, a post, a listing edit, a mention) before counting the jump as lasting growth.

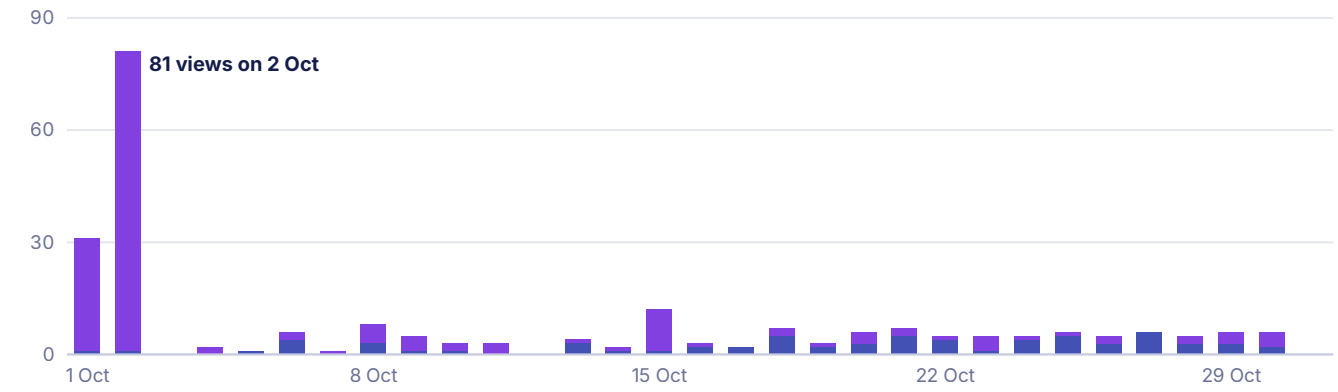
DAY BY DAY

A big start, then steady actions

Views peaked on **2 October** and were low on most other days. Direction requests grew later in the month: **20** in the second half against 15 in the first.

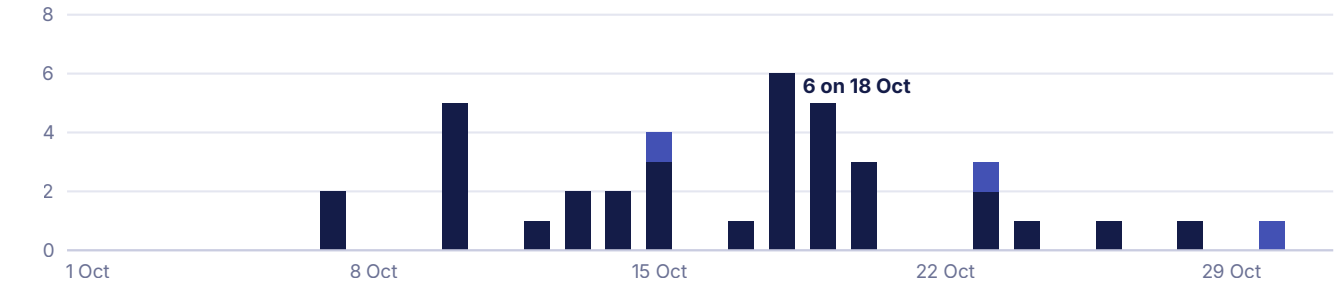
Profile views per day

Google Search **67** Google Maps **169**



Customer actions per day

Direction requests **35** Website clicks **3** Calls **0**



VIEWS PER DAY
7.6
Sep: 5.0 a day

DAYS WITH VIEWS
28 of 31
Sep: 29 of 30

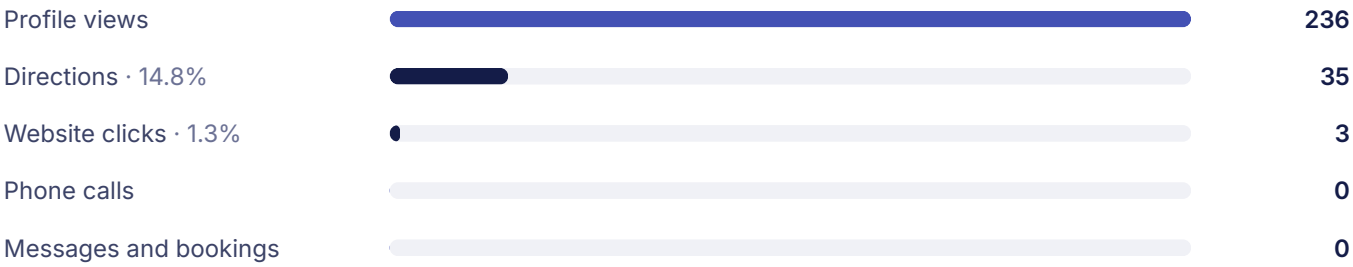
DAYS WITH AN ACTION
15 of 31
Sep: 19 of 30

CUSTOMER ACTIONS

35 people asked for directions

An **action** is a click on the profile that brings you a customer: a call, a route, a website visit, a message or a booking. Out of **236** views, **38** ended in an action.

From view to action



Month on month

ACTION	SEP	OCT	CHANGE	WHAT IT MEANS
Direction requests	33	**35**	▲ 6.1%	Asked Google for a route to you
Website clicks	2	**3**	▲ 50.0%	Opened your website from the profile
Phone calls	0	**0**	–	Tapped "Call" on the profile
Messages	0	**0**	–	Started a chat from the profile
Bookings	0	**0**	–	Booked through the profile

Fix these first

No calls in October or September

Calls

A call is the fastest way a local customer reaches you. Zero calls in two months often means the number is missing or hard to find.

1. Open Business Profile Manager and check that a phone number is set and correct.
2. Add a post or offer that asks people to call.

Only 3 of 236 viewers opened the website

Website

The website link is how the profile sends people to learn more and buy.

1. Check that the website link opens the right page and loads fast on phones.
2. Add products or services with a link, so each one leads to its own page.

SEARCH TERMS AND REVIEWS

Two parts Google has not shared yet

Google did not send search terms for October or any review data for this profile. Rather than show zeros, this page explains why and shows the latest data Google did share.

Search terms that found the profile

No search terms for October

Not shared yet

Google publishes search terms per month, only after the month has ended, and only for terms with enough searches. Smaller profiles often get no terms, or only a few with "fewer than 15" searches. This report will show October's terms once Google releases them.

Latest terms Google shared · **September 2026**

#	SEARCH TERM	SEARCHES
1	local search audits	fewer than 15
2	local seo audit services	fewer than 15
3	seo	fewer than 15
4	seo software	fewer than 15

Google gives low counts as a range ("fewer than 15"), not an exact number, to protect searchers' privacy.

Reviews and rating

Reviews could not be read

Not connected

Google gives review data through a separate access that is not active for this profile yet. So the star rating, number of reviews, new reviews and reply rate are left out, not shown as zero.

STAR RATING	REVIEWS	NEW THIS MONTH	REPLY RATE
–	–	–	–

UNTIL THEN

Read and reply to every review in Business Profile Manager, and ask happy customers for a review after each job. Reviews help the profile rank on Maps.

NEXT STEPS

Turn more views into calls and visits

The profile is seen more often. The next gains come from making it easier to act: call, open the website, or book.

1 **This week: check the phone number and website link**
No calls in two months and 3 website clicks. Make sure both are set, correct and point to the right page.
Calls

2 **This week: find the cause of the 1–2 October spike**
112 views came on two days. If it was an ad or a post, repeat it; if not, treat October's total with care.
Views

3 **This month: give Maps visitors a reason to act**
Maps brings 71.6% of views. Add fresh photos, a weekly post, opening hours and products or services with links.
Maps

4 **This month: ask for reviews**
Ask each happy customer for a Google review and reply to every one. Ratings will appear here once review access is connected.
Reviews

Numbers to beat next month

MEASURE	SEPTEMBER	OCTOBER
Profile views	151	**236**
Direction requests	33	**35**
Website clicks	2	**3**
Action rate	23.2%	**16.1%**

This report was made with **SEO Audit Software** from Google Business Profile data for 1–31 October 2026, compared with 1–30 September 2026. Google may update recent numbers for a few days, so small changes after the report date are normal.