Google Business Profile (GBP) Category Audit Template

Business Information

Business Name	
Location	
Date of Audit	

Current Categories

Primary Category	
Secondary Categories	

Competitor Categories

Competitor Name	Primary Category	Secondary Categories

Performance Metrics

Metric	This Quarter	Previous Quarter	Change
Impressions			
Website Clicks			
Phone Calls			
Direction Requests			

Category Testing Log

Date	Tested Change?	Result (Positive/Negative/Neutral)	Notes

XPERT START