

Anonymized sample. This is a real audit with the client's data hidden. Business name, address, phone, websites, people, competitors, towns and review quotes were replaced with neutral markers. Counts were altered and rounded to protect the client; the structure and the findings are real.

GOOGLE BUSINESS PROFILE • [ADDRESS HIDDEN],
NEW JERSEY

Renting your reputation

You have already done the hard part. **312 Google reviews at 4.9** is something money cannot buy and most local businesses never reach. Not one square foot of what it built belongs to you.

GOOGLE REVIEWS	RANK BY VOLUME	WEBSITES YOU OWN	FACEBOOK AUDIENCE
312 4.9 stars, still growing	4th Of the businesses Google pairs you with	0 Google lists a booking platform as your site	27 A personal profile, not a business page

How we checked

Pulled over two days in August 2026 from primary sources only.
No estimates, no industry averages, no numbers taken from
directory summaries.

We read your Google Business Profile, your booking platform page, your Instagram and your Facebook. Competitor numbers come from Google itself, from the panel it prints beside your listing. Domain facts come from registration records, DNS, direct HTTP requests and the public web archive.

What you have already won

This is not a problem to fix. It is the asset everything else should be built on.

Three hundred and twelve reviews at 4.9 is a serious number. They are recent, not a pile from years ago: customers posted one month ago, two months ago, three months ago. Your photos were updated within the last few days. Customers name [team member] personally and mention same day turnaround and competitive pricing without being asked.

Google has learned what you are known for and files your reviews under the phrases customers keep repeating: [service term 1], [service term 2], [service term 3]. That is a business with a real reputation.

Read the rest of this document in that light. Nothing below says the business is weak. It says the strongest thing about the business is parked on land you do not own.

Where you actually stand

We did not pick these businesses. This is the panel Google prints beside your listing under "people also search for", which is Google naming your peer group.

BUSINESS	RATING	GOOGLE REVIEWS
Competitor 1	4.7 ★	810
Competitor 2	4.9 ★	455
Competitor 3	5.0 ★	420
Business A	4.9 ★	312
Competitor 4	5.0 ★	240

Your rating ties or beats all of them except the two perfect fives. On volume you sit **fourth**. Competitor 1 has more than twice your reviews on a lower rating, and volume with a lower rating still outranks quality with less volume.

The businesses ahead of you are not better at the work. They are better at capturing what they already earn.

You do not have a website

Not a bad one. None. And Google has filled the blank for you.

Your Google profile carries two outbound links. The **Website** button points to **booking platform 1**. The appointment link points to **booking platform 2**. Neither is yours.

Every one of those 312 customers passed through that button. Every click told Google that the platform deserves a little more authority. Three hundred and twelve times, your reputation paid for somebody else's ranking.

You are also carrying two booking systems at once. That splits your record of who came in and when across two vendors, and doubles the monthly cost of software that should be feeding one place.

The exposure: if the platform raises its rates, changes its terms or drops your listing tomorrow, your Google profile points at a dead link and you have nothing of your own to switch it to. The 58 reviews sitting on that platform go with it.

Facebook is a personal profile doing a business's job

The account posting your work is a personal profile under the business name with 27 friends. There is no business page.

It carries the same content as your Instagram, cross posted, including the job you published in early August. The work is good. The container is wrong, and it costs you in five specific ways.

- A personal profile cannot run ads. The moment you want to reach the towns around you on Facebook or Instagram, you cannot, because the ad system needs a page
- It has no reviews or recommendations section, so a customer who wants to praise you there has nowhere to do it
- It does not register with Google as a business citation, so it contributes nothing to your map ranking
- It has no hours, no address field, no call button and no booking button
- Running a business on a personal profile is against Facebook's own terms. Profiles get removed for it, and when one goes, it goes with no warning and no appeal

Twenty seven friends against 312 paying customers is the clearest measure of the gap. Your customers exist. They are simply not connected to you anywhere you can reach them again.

Instagram is the one thing working, and it leaks

104 posts, 430 followers, 402 following. Last post in early August 2026, about one every five days.

The account is alive and the content is genuinely good: reels of finished jobs, clean captions. This is not neglect. It is effort pouring through a cracked pipe.

The follower count tells the story. Four hundred thirty followers, and you follow 402 back, which means the audience is largely reciprocal rather than earned. Meanwhile 312 people paid you and reviewed you. Almost none of your actual customers follow the business.

Two fixable leaks. Your profile address names **Town B**, a different town about twelve miles away, next to the ZIP code of **Town A**, where you actually are. And the single link in your bio passes through three redirects before ending on a booking app install invitation, which is friction on a phone and confusion on a desktop.

The older footprint still circulating

Assets tied to your current phone number, [phone hidden], that are still live on the internet and still being read by Google.

ASSET	STATE TODAY	WHAT TIES IT TO YOU
[old domain 1]	Serves an error page. Newest content published 2014	Carried your phone number and an old email address
Old Facebook page	150 followers, last post 2017	Publishes the same old email address
[old domain 2]	Now owned by another company in the same trade, in another state	Was your site at a previous location in 2015

The last row is the one that costs money right now. That domain lapsed and was re registered in 2023 by someone else. It is the website listed on the old Facebook page, so anyone who finds that page and clicks through lands on a competitor's site.

The other two are quieter but not harmless. Google reads an abandoned page and a dead domain carrying your phone number as conflicting signals about who and where you are.

Your name in the wild

Google reads directory listings as corroboration. They count when they agree. Yours disagree.

WHERE	ADDRESS IT PUBLISHES	CATEGORY	PROBLEM
Google Business Profile	[current address], Town A	Correct category	Correct. This is the record to protect
Booking platform 1	[current address], Town A	Professional services	Filed under a salon and beauty category
Yahoo Local	[street number +1], Town A	Related category	Street number off by one
YellowPages and others	[old address], Town C	Correct category	An old address still sending people to another town
Instagram	[current address], Town B	Bio	Two different towns in one address

A customer who finds the Town C listing drives twenty minutes to a building you left. That is not a ranking problem. That is a lost job and a bad first impression you never hear about.

What we would fix, in order of leverage

Numbered by what moves the needle, not by what is easy.

01 Give you an address of your own HIGHEST LEVERAGE

A real site carrying your services, your full price list, your photos and your 312 reviews pulled in live, then repoint the Google Website button at it. From that day every click compounds into something you own instead of something you rent.

The booking platforms stay as long as they are useful for scheduling. They just stop being your front door.

02 Open a real Facebook business page HIGHEST LEVERAGE

Claim the name properly, move the audience over, connect it to the Instagram account. That single move unlocks advertising to the surrounding towns, gives customers a place to recommend you, and protects you from losing the whole presence to a terms violation.

It also takes the old dormant page out of circulation so there is one Facebook result for your name instead of two.

03 Close the review volume gap on purpose HIGH

You are at 312 and gaining by accident. Competitor 1 is at 810. A deliberate ask at the moment the customer sees the finished job, two or three a week, adds a hundred reviews in under a year with no burst that would look manufactured to Google.

You already have the hardest ingredient, which is customers who genuinely want to say something good.

04 Clean up your name everywhere MEDIUM

One address, one phone, one category, spelled identically across Google, the booking platform, Yahoo, YellowPages, Yelp and Apple Maps. Kill the Town C listing, fix the street number typo, correct the Town B line in your Instagram bio. Tedious, finite, done once.

05 Put the price list where the decision happens FOUNDATION

Your full pricing already exists on the booking platform, from the smallest service to the largest. It belongs on your Google profile as products, where Google shows it in the side panel while the customer is still comparing. Today they have to click through to a third party to learn what you charge, and some of them do not.

What the first month looks like

Week one you have a website and the Google button points at it. Week one the business page exists and the review request goes out with every finished job. Week two the profile carries the full price list and fresh photos. Weeks three and four the directories get corrected one at a time and the Town C listing comes down.

None of that is advertising and none of it needs media budget. It is the foundation that makes future ad spend worth making. Today, money spent on ads would push people toward a booking platform you do not control.

Why Neural

We are based in Newark and work with local businesses across the Tri-State area in **English, Portuguese and Spanish**. Close to twenty years of agency design across Brazil, Portugal and the United States sit behind the work. AI carries the repetitive work here, and every deliverable is reviewed by hand before it ships.

This document is the method, not a brochure. We ran it before asking you for anything, we used only primary sources, and we brought the number you are ranked against rather than the number that flatters. The monthly reporting looks exactly like this.

The next step is yours. If this matches what you know about the business, we will walk the fix in the order above and tell you what each front takes. The audit carries no obligation.

Compiled over two days in August 2026 · Sources: Google Business Profile and its adjacent competitor panel, booking platforms, Instagram, Facebook, Yahoo Local, YellowPages, ICANN registration records, Internet Archive, and direct DNS and HTTP queries · Anonymized sample: client and competitor data replaced with neutral markers · Neural Marketing Intelligence