FICTIONAL EXAMPLE

Invented example. The clinic, changes and figures are made up and are not a typical or expected result. No real patient is described.

KEEP IT CURRENT · SEPTEMBER 2026 · SENT TUE 6 OCT 2026

Your listing this month

THIS MONTH IN ONE LINE

We matched your services to your website, added the Christmas dates you sent and reported a duplicate listing at your old address. **One thing needs you:** tell us by 20 Nov if your Christmas dates change.

Before and after: your Google listing

FICTIONAL EXAMPLE

BEFORE · 1 SEP 2026

Example Physio Clinic

Physiotherapist

Call | Directions | Website

Hours	Bank holiday 31 Aug shown as open
Services	4 listed (website has 7)
Latest post	2 Feb 2026
Reviews	4.7 stars · review of 12 Jul has no reply

AFTER · 30 SEP 2026

Example Physio Clinic

Physiotherapist

Call | Directions | Website

Hours	**Christmas dates you sent: added**
Services	**7, matching the website**
Latest post	**23 Sep 2026**
Reviews	**4.8 stars · all reviews answered**

Changed this month. A drawing for this example; yours uses dated screenshots.

Changes made this month

Date	What changed	Status
2 Sep	Services list matched to your website (3 added)	Done
4 Sep	Christmas and New Year dates you sent added as special hours	Done (dates from you, 3 Sep)
9 and 23 Sep	2 posts: “Evening appointments, Tue and Thu” and “Parking and step-free access”	Done (approved 8 and 22 Sep)
15 Sep	Duplicate listing at your old address reported	Waiting on Google
18 Sep	4 review replies posted. None confirms a patient or mentions treatment	Done (approved 17 Sep)

What Google shows

A mixed month: views, searches and website taps up on August; calls and directions a little down.

	Sep	Aug	Your audit (Jul)
Views (Search and Maps)	2,240	2,150	1,720
Searches showing you	1,510	1,470	1,160
Call taps	66	69	51
Direction requests	58	61	40
Website taps	104	98	70
New reviews · rating	3 · 4.8	2 · 4.8	– · 4.7

Views and taps, not bookings. They can include taps from your own ads.

What we checked

WHAT WE FOUND

CONFIRMED **Services, hours and the Book button**

All match your website on a laptop and a phone, checked 30 Sep.

CONFIRMED **A duplicate at your old address**

We reported it on 15 Sep. Google decides; we chase it weekly.

PLEASE CONFIRM **Christmas closure dates**

Only you know if they change. See “Needs you”.

FINE AS IT IS Name, address and map pin · Phone number · Main label “Physiotherapist” · Website link · Weekday hours.

We'll do

1. Two posts for your approval: “Saturday clinic hours” and “Christmas opening hours”.
2. Check your Christmas hours again the week before they go live on 1 Dec.
3. Chase the duplicate listing with Google every week.
4. Quarterly re-score in December. September: 18 of 20 items in good shape.

Needs you (about 5 min)

1. Tell us if your Christmas dates change. Reply to our email by 20 Nov. 3 min
2. Approve October's two posts. They arrive together, and one tap approves both. 2 min

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