



# Google Business Profile Action Report

A clear, customer-ready plan to make this business easier to find, understand and choose.

|                   |                        |
|-------------------|------------------------|
| PREPARED FOR      | Harbor & Pine Plumbing |
| BUSINESS LOCATION | Miami, Florida         |
| PREPARED ON       | August 1, 2026         |

59 /  
100

## Overall profile readiness

A credible foundation, with clear opportunities to improve service clarity, trust signals and profile activity.

### The short version

Harbor & Pine appears established, but the profile does not yet explain its most important services or give customers a consistent path to request help. The first priority is to organize the service information, strengthen the description and make the call-to-action clear before adding new activity.

### INCLUDED IN THIS PACKAGE

|                                               |                                                              |
|-----------------------------------------------|--------------------------------------------------------------|
| Profile audit and business-information review | Category and service recommendations                         |
| Revised business description                  | Four ready-to-publish profile updates                        |
| Review tools and prioritized 30-day plan      | Eligible approved changes applied with secure manager access |

Harbor & Pine Plumbing is fictional. This completed example demonstrates format and depth; it does not promise specific results.

## What we reviewed

This section records the illustrative public profile state and identifies the facts that would be confirmed before changes are published.

|                             |                                                                                         |
|-----------------------------|-----------------------------------------------------------------------------------------|
| <b>Profile link</b>         | Illustrative example - no live Google listing                                           |
| <b>Primary category</b>     | Plumber                                                                                 |
| <b>Primary service area</b> | Miami, Coral Gables, Coconut Grove and nearby communities                               |
| <b>Hours and contact</b>    | Phone and regular hours appear consistent; emergency availability requires confirmation |
| <b>Review presence</b>      | 4.7 average from 46 illustrative reviews; recent owner responses are limited            |
| <b>Recent activity</b>      | No recent updates; services are incomplete; current-work photos should be reviewed      |

### Readiness scorecard

|                            |                                                                                                                                                       |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>20 / 25</b>             | <b>Business information</b><br>Name, phone, location and regular hours are clear. Emergency availability still needs confirmation.                    |
| <b>13 / 25</b>             | <b>Services and categories</b><br>The primary category fits, but priority services are not organized or described for customers.                      |
| <b>15 / 25</b>             | <b>Reviews and trust</b><br>The rating is strong, but inconsistent owner responses leave useful trust signals unused.                                 |
| <b>11 / 25</b>             | <b>Activity and customer path</b><br>Recent activity is limited and the profile does not present one clear next step for service requests.            |
| <b>Approval checkpoint</b> | Confirm service area, emergency availability, supported services, hours and the preferred request method before any customer-facing changes are made. |

## 02 - PRIORITY ACTION PLAN

# The improvements that matter first

These actions improve clarity and customer confidence before adding more profile activity.

| #  | ACTION                                 | WHY IT MATTERS                                                               | OWNER / TIMING        |
|----|----------------------------------------|------------------------------------------------------------------------------|-----------------------|
| 01 | Rewrite the business description       | Explain the service area, priority services and next step in plain language. | LPW<br>Week 1         |
| 02 | Build a complete service list          | Help customers recognize the exact problem the business can solve.           | LPW<br>Week 1         |
| 03 | Confirm category and emergency wording | Keep the listing accurate and avoid unsupported availability claims.         | Owner + LPW<br>Week 1 |
| 04 | Respond to recent reviews              | Show active ownership and reinforce trust without using canned replies.      | LPW<br>Week 2         |
| 05 | Publish four focused updates           | Create fresh, useful activity with one consistent request-service action.    | LPW<br>Weeks 2-3      |

## Category and service guidance

|                                  |                                                                                                    |
|----------------------------------|----------------------------------------------------------------------------------------------------|
| Recommended primary category     | Plumber                                                                                            |
| Secondary categories to evaluate | Drainage service   Water heater installation service - only if supported                           |
| Priority services to show        | Leak detection and repair   Drain clearing   Water heater repair and installation   Fixture repair |
| Service-detail note              | Confirm emergency availability, service radius and any exclusions before publishing.               |

### Important

Categories and services must match the business's actual capabilities, licenses, service area and availability. Do not publish unsupported claims.

## Prepared copy for the profile

This wording is written for the fictional business and would be reviewed and approved before publishing.

### REVISED BUSINESS DESCRIPTION

#### Harbor & Pine Plumbing description

Harbor & Pine Plumbing serves homeowners and small businesses across Miami, Coral Gables, Coconut Grove and nearby communities. Our team handles leak detection and repair, drain clearing, water heater service and installation, and plumbing fixture repairs. We focus on clear communication, careful work and practical recommendations. Call to discuss your plumbing issue and request service availability.

### Four profile updates

#### Update 1 - Finding the source of a leak

Goal: explain a priority service

A visible drip is not always the full problem. Leak diagnosis starts by identifying the source, checking the surrounding plumbing and explaining the repair options clearly. Harbor & Pine Plumbing serves Miami-area homes and small businesses. Call to describe what you are seeing and request service availability.

#### Update 2 - Water heater warning signs

Goal: answer a common customer question

Inconsistent hot water, unusual noises, moisture near the tank or rusty-looking water can signal that a water heater needs attention. We can review the issue and explain whether a repair or replacement is the practical next step. Contact Harbor & Pine Plumbing to discuss service in the Miami area.

#### Update 3 - Slow drains before they stop

Goal: create useful local service content

A drain that empties slowly, gurgles or produces recurring odors may need more than a temporary household fix. Early attention can make the cause easier to identify before the line stops completely. Call Harbor & Pine Plumbing to describe the symptoms and check current service availability.

#### Update 4 - Confirm the right service before booking

Goal: make the customer path clear

Not sure which plumbing service fits the problem? Share the location of the issue, what changed and when it started. We will help determine the appropriate next step and confirm whether the request is within our service area and capabilities. Call Harbor & Pine Plumbing to get started.

## Trust-building messages

Each response should be adjusted to the actual customer and situation before use.

|                                    |                                                                                                                                                                                                                                                                                            |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Positive review response</b>    | Thank you for taking the time to share your experience, [First name]. We appreciate the opportunity to help with your [service]. Clear communication and careful work are important to our team, and we are glad the visit met your expectations.                                          |
| <b>Concern / recovery response</b> | Thank you for bringing this to our attention, [First name]. We are sorry the experience did not meet expectations. We would like to understand what happened and review the appropriate next step. Please contact us directly at [phone or email] so we can discuss the details privately. |
| <b>Review-request message</b>      | Thank you for choosing Harbor & Pine Plumbing. If you are comfortable sharing your experience, your honest review can help other local customers understand what to expect: [review link]. Thank you for your time.                                                                        |

### 30-day follow-through plan

|               |                                                                                                              |
|---------------|--------------------------------------------------------------------------------------------------------------|
| <b>WEEK 1</b> | Confirm service area, availability, categories and contact details; approve the revised description.         |
| <b>WEEK 2</b> | Add priority services with factual details and apply the approved customer action path.                      |
| <b>WEEK 3</b> | Respond to recent reviews individually and publish the first two approved profile updates.                   |
| <b>WEEK 4</b> | Publish the remaining updates, check accuracy and identify the next improvement based on customer questions. |

#### Implementation and revision are included

This is not a diagnosis-only audit. The corrected copy and profile assets are completed for you. With approval and secure manager access, eligible changes within scope can be applied directly. One reasonable revision round is also included; consolidated feedback should be sent within seven days of delivery.

**Questions? Contact Local Presence Works at [contact@localpresenceworks.com](mailto:contact@localpresenceworks.com) or (786) 434-9480.**