

Confidential

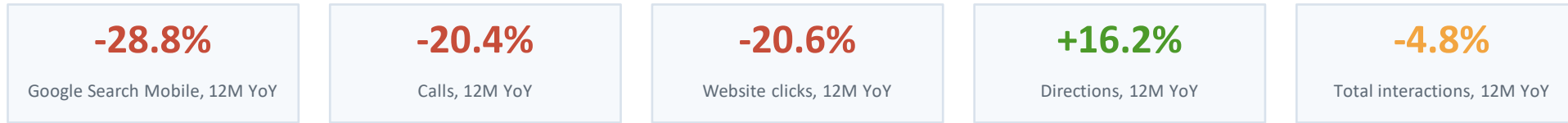
GBP Optimization: From Data to Action

How GBP, Local Falcon, SEMrush, and profile-level checks led to targeted edits on the priority locations

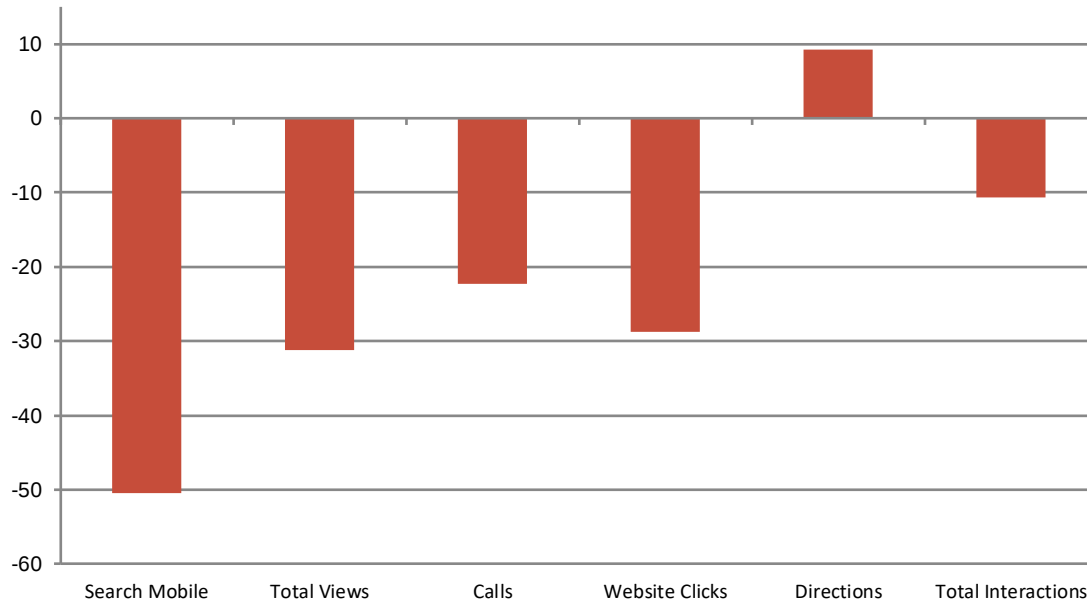
Presentation focus

Problem -> Data -> AI-assisted analysis -> Priority markets -> GBP edits -> Next validation

1. The problem: the GBP decline was real, but the headline was incomplete



Jan-Apr 2026 vs Jan-Apr 2025 showed the sharper decline window:



Lead-generating actions declined more sharply than the overall interaction headline.

Directions increased, which made the total interaction decline look less severe.

The most urgent signal was mobile Search visibility plus calls and website clicks.

Working conclusion

This was not a generic GBP problem. It was a location-level, lead-action, and mobile visibility problem.

2. How I started: source-first data collection

I started with the most direct sources for GBP decline, then layered in context to avoid guessing.

GBP monthly workbook

Month-by-month performance by location

Current GBP insights

Current 12-month location baseline

Local Falcon

Grid visibility and competitor outrankers

SEMrush

Tracked keyword, page, competitor, and cannibalization signals

Google Ads context

Paid search as supporting context, not final ROI

Callcap

Validation for real calls.

Guardrail applied from the start

No broad claim was made unless it could be tied back to a source, time period, location, or profile-level evidence.

3. Organizing the data with AI: cross-referencing instead of guessing



AI was used to help organize large exports, compare time windows, identify location patterns, and pressure-test assumptions. The edits were still grounded in the actual GBP, Local Falcon, SEMrush, website, and profile data.

Key principle: source-first, batch-based, no giant inline data dumps

4. Challenging the original YoY statement: the decline was concentrated

The data did not support treating every listing as equally underperforming.

-4.8%

Full 12M total interactions

-10.6%

Jan-Apr total interactions

-50.5%

Jan-Apr Search Mobile

~half

Top loser concentration

What changed in the interpretation

The “10% decline” was most accurate for Jan-Apr YTD YoY, not the full rolling 12-month view.

The decline was concentrated in a relatively small group of underperforming profiles.

Calls and website clicks mattered more than total interactions because directions were up.

Canada was removed from the U.S. analysis, and the core finding still held.

Resulting priority segment: the “not so sweet 16”

A controlled list of priority locations was used to begin profile-level checks and edits. These were not labeled as “bad businesses.” They were defined as the locations with the largest negative YoY movement in GBP lead actions and/or interactions.

“The decline was real, but it was not evenly distributed. A small group of locations was pulling down the aggregate performance.”

5. Devising a game plan: profile checks before edits

For each priority GBP, the plan was to connect profile quality, local ranking, website support, and lead validation.

GBP profile

Categories, services, description, service areas, service options

Local Falcon

Competitor outrankers and weak grid coverage

Reputation

Review count, rating, velocity, and response patterns

NAP/citations

Consistency, duplicates, and location-data risk

Landing page

Service proof, local content, UTM/canonical URL setup

Lead validation

Callcap by source/location/month and lead data outcomes

Search data

GA4/GSC performance for matching location pages

Why this mattered

The same edit should not be applied blindly. Each category/service addition needed website support and profile relevance.

6. GBP optimization tasks completed on the priority profiles

These were the execution steps performed after the data review and profile checks.

Relevant categories	Added categories such as Janitorial Service or Window Cleaning only when the location website supported the service.	Service approvals	Approved GBP-suggested services so relevant services were no longer stuck in pending states.
Description relevance	Added “company” and “services” based on Keyword Planner direction.	Core service terms	Integrated apartment cleaning, housekeeping, maid service, recurring cleaning, move out cleaning, cleaning service, and deep cleaning.
Conditional services	Added window cleaning, office cleaning, oven cleaning, refrigerator cleaning, janitorial service, and commercial cleaning only when website support existed.	Local relevance	Included service-area cities and locations from GBP and/or website LocalMap pages.
Service areas	Expanded GBP service areas with available cities and zip codes from the website LocalMap page.	Service options	Enabled Onsite services available and Offers online estimates when available.

Edit standard

Descriptions were kept under 750 characters, preserved existing terms, avoided keyword stuffing, and stayed close to each location’s original tone.

7. Tucson proof-of-process: website support + service area + GBP edit

Tucson was used as a concrete example: services were only added when website/profile evidence supported them.

Website proof: Window Cleaning service

cleaners can work with you.

Commercial Floor Cleaning

Have floors that are prone to getting dirt carpeted floors or an industrial concrete they're protected and looking their best.

Window Cleaning

Website LocalMap proof: service locations and zip codes

Our Serviced Cities

- Oro Valley
 - Tucson DM AFB Area
- Tucson
 - Vail
- Tucson DM AFB

Our Serviced Zip Codes

- 85629
 - 85658
 - 85706
 - 85710
 - 85713
 - 85716
 - 85730
 - 85742
 - 85747
 - 85750
- 85641
 - 85701
 - 85707
 - 85711
 - 85714
 - 85718
 - 85735
 - 85745
 - 85748
 - 85755
- 85653
 - 85704
 - 85708
 - 85712
 - 85715
 - 85719
 - 85737
 - 85746
 - 85749
 - 85756

Added relevant categories supported by the website: Janitorial service, Carpet cleaning service, Window cleaning service. Updated description with service terms and nearby locations without stacking keywords. Expanded service areas and enabled available service options.

8. Before and after: the profile became more complete and better aligned

Before

After

Description

Life is too short to clean your own home! Our team a [redacted] is here for you. We provide elite cleaning services designed to keep your home sparkling and beautiful so that you can focus on things that matter more, like your family and friends. We use a careful system to deep clean each of your rooms on a rotating basis. This ensures your home is always thoroughly cleaned and sanitized, from the areas you use daily to that hard-to-clean grout!

Description

Life is too short to clean your own home! [redacted] - Riverside is here to help with elite cleaning services for homes, apartments, and local businesses. We provide housekeeping, maid service, recurring cleaning, deep cleaning, move out cleaning, and office cleaning, with janitorial service options when needed. Our careful system keeps each room sparkling and beautiful on a rotating basis, from daily-use areas to hard-to-clean grout. Let our Riverside cleaning company handle the cleaning service so your home stays thoroughly cleaned and sanitized while you focus on family and friends. Home & commercial cleaning in Riverside, Norco, Corona, Moreno Valley, and nearby areas.

Business category

House cleaning service PRIMARY

Service area

Riverside, CA, USA

Business category

House cleaning service PRIMARY
Janitorial service

Service area

Norco, CA, USA
Corona, CA, USA
Fontana, CA, USA
Riverside, CA, USA

Service options

Add

Service options

Onsite services available
Offers online estimates

Bloomington, CA, USA
Corona, CA 92883, USA
Fontana, CA 92337, USA
Jurupa Valley, CA, USA
Moreno Valley, CA, USA
Riverside, CA 92501, USA
Riverside, CA 92503, USA
Riverside, CA 92504, USA
Riverside, CA 92505, USA
Riverside, CA 92506, USA
Riverside, CA 92507, USA
Silverado, CA 92676, USA
Bloomington, CA 92316, USA
Jurupa Valley, CA 91752, USA
March Air Reserve Base, CA, USA
Mira Loma, Jurupa Valley, CA, USA

What changed: stronger category alignment, more complete service areas, available service options, and a description that better matches supported services and local search intent.

9. What this means next: edits are the first execution layer, not the end

The GBP edits were designed to address the most controllable profile-level gaps first. The next step is validation and expansion.

Validate Impact

Monitor calls, website clicks, Search Mobile, and Local Falcon movement for the edited profiles.

Regular GBP Posting

Continue to perform regular GBP posting and begin adding a “special offer” to each post to foster engagement.

Review Each Website

Analyze each of the 16 websites to identify further why calls and mobile search volume & clicks declined for the terms that led to most of the YoY loss.

Repeat Process

Apply the same source-first framework to additional locations after the priority group is reviewed.

Bottom line

The edits were a data-driven response to a concentrated GBP lead-action decline, not a broad, random optimization pass. The priority profiles were selected because the data showed they were most likely to influence recovery.