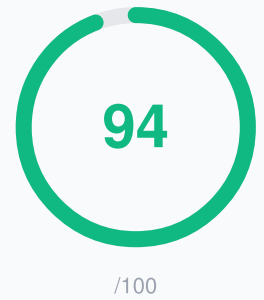


Brasserie Lipp

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Excellent



Your GMB profile is excellent! You've passed 19/21 checks. Keep up the great work with regular updates and reviews.

SCORE BY CATEGORY

Profile Optimization	35% weight	100%
Website & SEO	20% weight	100%
Reviews & Reputation	25% weight	74%
Citations	10% weight	100%
Behavioral Signals	10% weight	100%

ISSUES TO FIX (2)

- 1 Owner Responses** -4 pts

Your owner responses needs attention.
No owner responses found — responding to reviews is a ranking signal
- 2 Review Recency** -3 pts

Your review recency needs attention.
Last review was 60+ days ago — encourage new reviews

DETAILED CHECKS

Profile Optimization

10/10 passed

- ✓ Verified Business
- ✓ Phone Number
- ✓ Secondary Categories
- ✓ Business Hours
- ✓ Google Posts
- ✓ Business Address
- ✓ Primary Category
- ✓ Photos & Videos
- ✓ Business Description
- ✓ Logo & Cover Photo

Website & SEO

3/3 passed

- ✓ Website URL
- ✓ Website Accessible
- ✓ HTTPS Security

Reviews & Reputation

4/6 passed

- ✓ Star Rating
- ✗ Review Recency
Last review was 60+ days ago — encourage new reviews
- ✓ Review Trend
- ✓ Review Count
- ✗ Owner Responses
No owner responses found — responding to reviews is a ranking signal
- ✓ Review Distribution

Citations

3/5 passed

- ✓ NAP Completeness
- ✓ Location Data
- ✗ "Best Of" Listings
Get listed on local "best of" roundups. The top citation factor for AI search visibility.
- ✓ Website for Citations
- ✗ AI Search Citations
Claim Bing Places and Apple Business Connect. They feed ChatGPT, Copilot, Siri and Alexa.

Behavioral Signals

2/2 passed

- ✓ Profile Completeness
- ✓ Business Attributes

Note: This score evaluates your Google Business Profile optimization (completeness, photos, description, etc.) — not your actual visibility in Google search results. A high score indicates your profile is well-configured, which can improve your local ranking potential.