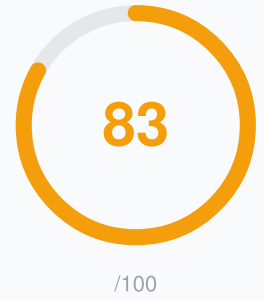


Brij Nest, Jaipur | An All Suite Boutique Hotel

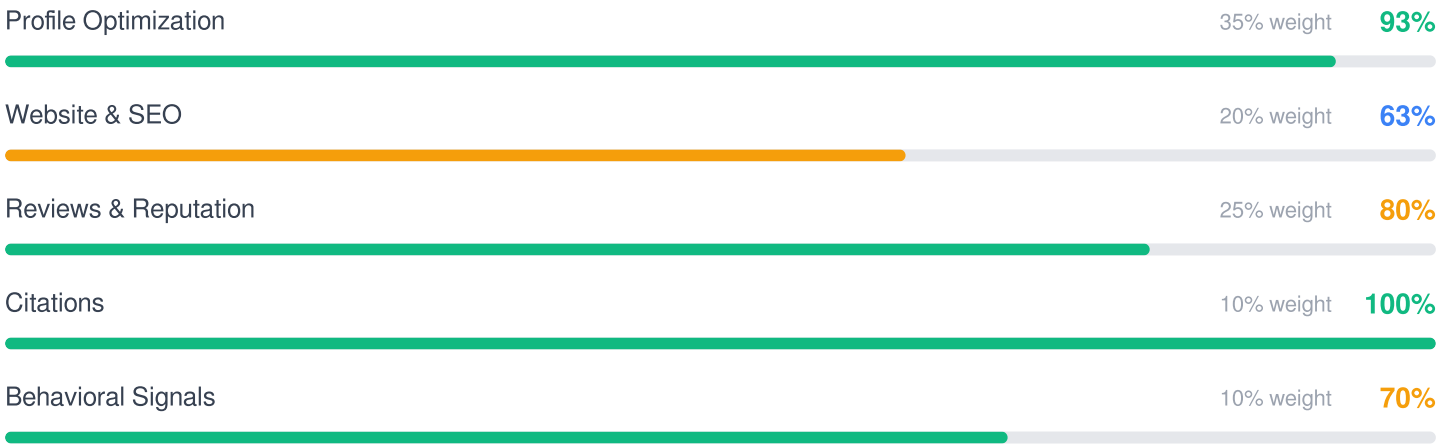
Jaipur, IN
+91 80 6905 7706
<https://www.brijhotels.com/brijnest-jaipur/>



Good

Your GMB profile is good but has room for improvement. You've passed 14/19 checks. Focus on the issues highlighted below.

SCORE BY CATEGORY



ISSUES TO FIX (5)

- 1 HTTPS Security** -8 pts
Your https security needs attention.
Your website should use HTTPS for security and SEO
- 2 Star Rating** -3 pts
Your star rating needs attention.
Good rating of 4.4/5 - aim for 4.5+
- 3 Business Attributes** -3 pts
Your business attributes needs attention.
Add business attributes (accessibility, amenities, etc.)

4 Business Description

-2 pts

Your business description needs attention.

Write a detailed description (100+ characters) with relevant keywords

5 Review Count

-2 pts

Your review count needs attention.

Good start: 180 reviews. Keep asking for reviews

DETAILED CHECKS

Profile Optimization

9/10 passed

- ✓ Verified Business
- ✓ Phone Number
- ✓ Secondary Categories
- ✓ Business Hours
- ✓ Google Posts
- ✓ Business Address
- ✓ Primary Category
- ✓ Photos & Videos
- ✗ Business Description
Write a detailed description (100+ characters) with relevant keywords
- ✓ Logo & Cover Photo

Website & SEO

2/3 passed

- ✓ Website URL
- ✓ Website Accessible
- ✗ HTTPS Security
Your website should use HTTPS for security and SEO

Reviews & Reputation

1/6 passed

- ✗ Star Rating
Good rating of 4.4/5 - aim for 4.5+
- ✗ Review Recency
Review recency not available from sample
- ✗ Review Trend
Not enough review data for trend analysis
- ✗ Review Count
Good start: 180 reviews. Keep asking for reviews
- ✗ Owner Responses
Owner response data not available
- ✓ 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

1/2 passed

- ✓ Profile Completeness
- ✗ Business Attributes
Add business attributes (accessibility, amenities, etc.)

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.