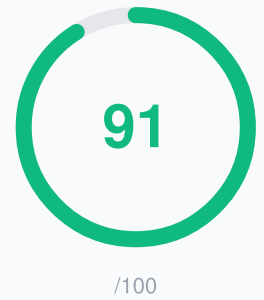


The Pavillion Hotel

Kolhapur, IN
+91 231 265 4742
<https://www.hotelpavillion.co.in/>

Excellent



Your GMB profile is excellent! You've passed 17/21 checks. Keep up the great work with regular updates and reviews.

SCORE BY CATEGORY

Profile Optimization	35% weight	93%
Website & SEO	20% weight	100%
Reviews & Reputation	25% weight	70%
Citations	10% weight	100%
Behavioral Signals	10% weight	100%

ISSUES TO FIX (4)

- 1 Owner Responses** -4 pts
Your owner responses needs attention.
No owner responses found — responding to reviews is a ranking signal
- 2 Business Description** -2 pts
Your business description needs attention.
Write a detailed description (100+ characters) with relevant keywords
- 3 Star Rating** -2 pts
Your star rating needs attention.
Good rating of 4.2/5 - aim for 4.5+

4 Review Trend

-2 pts

Your review trend needs attention.

Recent reviews (3.8★) lower than overall rating — possible reputation decline

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

3/3 passed

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

Reviews & Reputation

3/6 passed

- ✗ Star Rating
Good rating of 4.2/5 - aim for 4.5+
- ✓ Review Recency
- ✗ Review Trend
Recent reviews (3.8★) lower than overall rating — possible reputation decline
- ✓ 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.