

PREPARED FOR

# Sample Medical Supply

Example report. Business details removed.

**60**  
OUT OF 100

Average

Your Google Business Profile is a strength. The biggest gaps are your marketing tools and business details, and you have replied to 22 percent of your reviews.

## Scorecard

Each area is scored out of 100 on the same scale every time.

|                         |                        |     |           |
|-------------------------|------------------------|-----|-----------|
| Google Business Profile | <div><div></div></div> | 100 | Excellent |
| Reputation              | <div><div></div></div> | 82  | Excellent |
| Website performance     | <div><div></div></div> | 81  | Excellent |
| Map ranking             | <div><div></div></div> | 63  | Good      |
| Directory listings      | <div><div></div></div> | 38  | Bad       |
| Business details        | <div><div></div></div> | 35  | Bad       |
| Marketing tools         | <div><div></div></div> | 20  | Worse     |

# What is costing you customers

Listed in order of impact.

## 1 Most reviews go unanswered

You have 56 Google reviews at 4.3 stars. Of the last 50, 41 are positive and 9 are negative. You have replied to 22 percent of them, and the average reply takes 30+ days. Unanswered negative reviews are the first thing a new customer reads.

22% replied

30+ days response

9 of 50 negative

## 2 Customers cannot confirm stock before they drive

The most recent one star review describes a customer who called about a product, was told it was in stock, drove 25 minutes, and found it was not. A text to confirm stock would have prevented it.

One star review, 2 months ago

## 3 You rank ninth on the map for "medical supply store near me"

The top result has 367 reviews at 4.9 stars. You have 56, a gap of 311 reviews. Review volume and replies are the levers you control.

| RANK | BUSINESS              | RATING | REVIEWS |
|------|-----------------------|--------|---------|
| 1    | Competitor A          | 4.9    | 367     |
| 2    | Competitor B          | 4.7    | 78      |
| 3    | Competitor C          | 4.8    | 1,010   |
| 9    | Sample Medical Supply | 4.3    | 56      |

## 4 Your phone cannot receive text messages

Your listed number is not text enabled, so every question has to be a phone call. A customer who would rather text moves on to a business that answers by text.

Phone not text enabled

## 5 16 of 30 directory listings are missing or wrong

Of 30 directories checked, 6 match your name, address, and phone exactly, 8 match in part, and 16 are missing or wrong. Mismatched listings weaken your map ranking.

6 exact

8 partial

16 missing or wrong

## 6 You cannot measure what your marketing returns

Your site has no Google Ads, ad conversion tracking, Meta pixel, or Google Tag Manager. Without them there is no way to tell which dollar brought in which customer.

4 of 4 tools missing

## 7 The website shows its age

The footer reads 2003 to 2021, the home page still carries a COVID inventory table, and online ordering sends visitors to a different domain.

# What is already working

Keep these in place while the gaps are fixed.

### Complete Google profile

Address, hours, photos, phone, and website are all in place.

### Website performs well

Website performance scored 81 out of 100 with an SEO score of 92.

### Google Analytics is installed

You already collect visitor data to build on.

### Chat on the website

Visitors can reach you from the site without calling.

### Customers name the owner

Five star reviews thank the owner by name for going out of his way.

## The fix

One setup, then one monthly plan. Prices are the same for every business.

### Website and Front Door Setup

A website built around your Google reviews, with a text enabled number, a contact form, your booking link, and the review request system set up and tested.

**\$2,500**  
one time

#### PLAN 1

##### Reviews

**\$297** / month

A review request after every visit

A reply to every review within 48 hours

Website hosting and updates

Monthly report: reviews, rating, map rank

#### PLAN 2, RECOMMENDED

##### Reviews and Front Door

**\$497** / month

Everything in Reviews

Missed call text back

Customers can text the business number

Form leads sent straight to the owner's phone

#### PLAN 3

##### Reviews and Front Desk

**\$997** / month

Everything in Reviews and Front Door

AI receptionist answers every call

Appointments booked for you

Hand off to a person when a call needs one

Some causes are not online. A 30 minute on site walkthrough is free for clients and \$197 for everyone else, with a written proposal within 48 hours.

## What we will measure

Starting numbers from this audit. Reported monthly from the first day of service.

**56**

Google reviews

**4.3**

Average rating

**22%**

Reviews with a reply

**#9**

Map rank for "medical supply store near me"

Business Buckets, operated by Mathematic Management LLC · [partners@businessbuckets.com](mailto:partners@businessbuckets.com)