

Google Business Profile audit

SAMPLE: a classic tavern in Valencia (name hidden) · Valencia, Spain

Generated 2026-10-24 · based on public listing data and the latest 80 reviews

Metric	Value
Profile completeness	84/100
Rating / total reviews	4.6 / 6222
Owner reply rate (latest reviews)	99%
Replied 1-3 star reviews	6/6
Photos on profile	7417
Categories	Tapas restaurant, Spanish restaurant, Tapas bar, Tavern
Review languages (latest)	no text 24, en 19, es 17, it 8, nl 5, de 4
Description quality (Jev, 0-3)	1.8

Completeness checklist

- ✓ Write a 600-750 character description
- ✓ Link a website or online menu page
- ✓ Add a phone number
- ✓ Add complete opening hours (incl. holidays)
- ✗ Add a menu link
- ✗ Add a reservation link
- ✓ Set a price range
- ✓ Add secondary categories
- ✓ Upload at least 20 fresh photos
- ✓ Post an update every 2 weeks
- ✓ Fill in attributes
- ✓ Claim and verify the profile

Top complaint themes

Price / value: 1 negative review

"Good ingredients, but little added value. A historic location with friendly service. If you don't mind paying a lot for very little, then this is the place for you."

Food quality: 1 negative review

"Si mangia discretamente, senza infamia e senza lode, molti i piatti che mancano di carattere e spesso eccedono nel sale. Cucina di materie prima tipiche ed eccellenti ma abbastanza banale e sbiadita nel gusto. Servizio c..."

Staff attitude: 1 negative review

7 prioritized fixes

1. Tackle a top complaint: Price / value

1 recent negative review mentions it. Fix the root cause and say so in your replies.

2. Tackle a top complaint: Food quality

1 recent negative review mentions it. Fix the root cause and say so in your replies.

3. Tackle a top complaint: Staff attitude

1 recent negative review mentions it. Fix the root cause and say so in your replies.

4. Make the profile ready for foreign guests

70% of the latest 56 written reviews are not in Spanish. Write the description in Spanish and English and offer a multilingual menu with allergens.

5. Add a menu link

Guests compare menus before choosing. Link a menu page (ideally multilingual, with allergens).

6. Improve the description text

Jev rates it as weak at convincing a visitor.

7. Add a reservation link

Lets guests book straight from Maps.

Method: public Google Maps listing data collected via Apify (no reviewer personal data). Complaint themes and description quality scored by TypeSafe Jev AI; check the quotes yourself. Not affiliated with Google. Reply within 7 days for one free clarification.