

GBP AUDIT REPORT

Google Business Profile | Full Analysis

BUSINESS

Aria Barbershop

ADDRESS

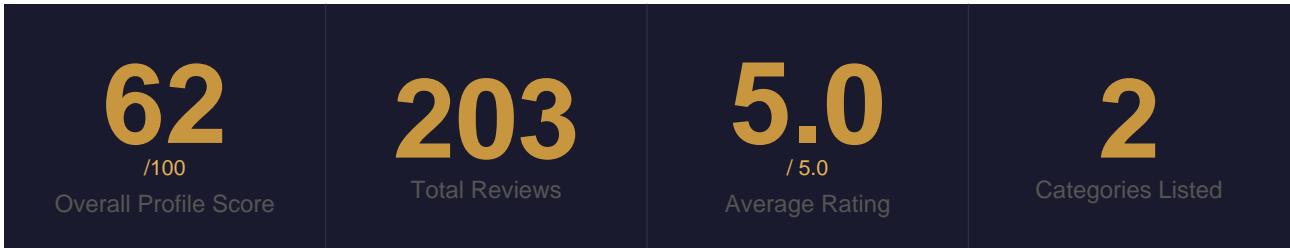
480 Hespeler Rd Unit 21A, Cambridge, ON N1R 7R9, Canada

REPORT DATE

May 01, 2026

Executive Summary

This audit evaluates Aria Barbershop's Google Business Profile (GBP) based on data extracted from GMBEverywhere and cross-referenced against local SEO best practices. The profile is claimed and active, with strong review volume and a solid 5-star rating. However, several optimisation gaps exist — particularly around geo-tagged photos, keyword density in the description, citation NAP consistency, and missing engagement features — that are limiting the profile's full local search potential.



METRIC	STATUS	NOTES
Listing Claimed & Verified	DONE	Profile status: Claimed
Business Name	DONE	Aria Barbershop — clean, no keyword stuffing
Primary Category	DONE	Barber Shop — correctly set
Additional Category	DONE	Hair Salon added
Phone Number	DONE	+1 519-620-3030 — local number
Address	DONE	480 Hespeler Rd Unit 21A, Cambridge ON
Website	DONE	ariabarbershop.booksy.com/ff — linked
Business Hours	DONE	All 7 days listed including Sunday
Services Listed	DONE	10+ services visible on profile
Attributes	DONE	On-site, wheelchair accessible, walk-ins
Reviews (203)	GOOD	Strong volume for local barbershop
Rating (5.0)	PERFECT	Maximum rating — excellent social proof
Keyword Optimisation	PARTIAL	Description & posts need keyword integration
Photos — Geo-Tagged	MISSING	No evidence of geo-tagged photo uploads
Appointment Link	CHECK	Booksy link present — verify it's active
Messaging On	UNKNOWN	Cannot confirm from audit data — verify in dashboard
Call History On	UNKNOWN	Verify in GBP dashboard settings
Posts / Updates	UNKNOWN	Post frequency and last date not visible in audit data

Citation NAP Consistency	PARTIAL	Apple Maps, Bing, Yelp listed — verify NAP matches
Products Added	MISSING	No products section visible
Service Area	MISSING	No defined service area on profile

Section 1 — Business Profile Details

1.1 Core Information

Business Name	Aria Barbershop	VERIFIED
Business Status	Claimed & Live	ACTIVE
Phone Number	+1 519-620-3030 (local landline — correct)	GOOD
Address	480 Hespeler Rd Unit 21A, Cambridge, ON N1R 7R9, Canada	VERIFIED
Website	http://ariabarbershop.booksy.com/ff	LINKED
Appointment Link	Booksy booking link active — verify redirect works	CHECK
Latitude / Longitude	43.3987585, -80.32636	SET
Business Profile ID	74467185203768174152	OK
CID Number	13296349237786584897	OK
Place ID	ChIjb608_DJK4gRQSfORy8fhr	OK
Knowledge Panel ID	/g/11yjw2pq_m	OK

1.2 Categories

Primary Category	Barber Shop	CORRECT
Additional Category	Hair Salon	ADDED

Recommendation: Consider adding 'Men's Hair Salon' or 'Hairdresser' as additional categories if eligible — more categories improve surface area across search queries.

1.3 Business Hours

Monday	10 AM – 8 PM	SET
Tuesday	10 AM – 8 PM	SET
Wednesday	10 AM – 8 PM	SET
Thursday	10 AM – 8 PM	SET
Friday	10 AM – 8 PM	SET
Saturday	9 AM – 5 PM	SET
Sunday	11 AM – 5 PM	SET

All 7 days are configured. Remember to set Special Hours for statutory holidays.

1.4 Attributes

Service Options	On-site services available	SET
Accessibility	Wheelchair accessible parking lot	SET
Amenities	Restroom available	SET
Planning	Appointment not required, Appointments recommended, Accepts walk-ins	SET
Payments	Not explicitly listed in audit data — add card/cash options	MISSING

Section 2 — Services & Reviews

2.1 Services Listed on Profile

- Beard maintenance
- Beard trim
- Buzz cut
- Kids' cuts
- Custom cut
- Fade cut
- Eyebrow trimming
- Hair shape up
- Head shave
- (More services may exist — scroll truncated in audit)

Status: Services are populated. Add pricing to each service to improve conversion and appear in 'near me' service queries.

2.2 Reviews Analysis

Total Reviews	203	STRONG
Average Rating	5.0 / 5.0 Stars	PERFECT
Review Rating Score	5 (maximum)	EXCELLENT
Negative Reviews	Not visible in audit data — check dashboard	VERIFY
% Negative Reviews Responded	Cannot confirm from audit — check GBP dashboard	VERIFY
% Positive Reviews Responded	Cannot confirm from audit — check GBP dashboard	VERIFY
Last Review Date	Not available in this audit snapshot	CHECK
Response Rate	Unknown — verify via GBP Insights	VERIFY

With 203 reviews and a perfect 5.0 rating, Aria Barbershop has exceptional social proof. This is a major competitive advantage. The priority now is maintaining this rating and ensuring every review — positive or negative — receives a timely, personalised response.

Section 3 — Photos, Keywords & Content

3.1 Photos

Cover Photo	Status unknown from audit data — verify in dashboard	VERIFY
Profile Photo / Logo	Status unknown from audit data — verify in dashboard	VERIFY
General / Interior Photos	Listed via Google Maps links — confirm quantity	VERIFY
Real Photos (not stock)	Cannot verify from audit — check dashboard	VERIFY
Geo-Tagged Photos	NO evidence of geo-tagging in audit data	MISSING
Last Photo Upload Date	Not available in this audit snapshot	CHECK
Total Photo Count	Not extracted from this audit — verify manually	VERIFY

CRITICAL — Geo-Tagged Photos: Google's algorithm reads EXIF GPS data embedded in photos. Uploading geo-tagged images (latitude/longitude matching your business location) signals local relevance and boosts Map Pack ranking. Use a tool like GeoTagSEO or GeoImgr to add coordinates before uploading. This is one of the highest-impact, lowest-effort improvements available.

3.2 Keyword Optimisation Analysis

Primary Keywords	barber, barbershop, haircut, fade, beard trim, Cambridge ON	PARTIAL
Keywords in Business Name	Profile name is clean — no keyword stuffing (correct per Google policy)	CORRECT
Keywords in Description	Cannot fully verify description content from audit — needs manual review	VERIFY
Keywords in Services	Services named naturally — consider adding location context in descriptions	PARTIAL
Keywords in Posts	Post history not visible — posts are a key keyword signal	MISSING
Keywords in Review Responses	Responding to reviews with service keywords boosts relevance	MISSING
Category-Keyword Alignment	'Barber Shop' + 'Hair Salon' align with primary search terms	GOOD

3.3 Posts / Updates

Total Posts Published	Not visible in basic audit data — verify in GBP dashboard	VERIFY
Last Post Date	Not available in this audit snapshot	CHECK

Post Frequency Recommendation

Minimum 2 posts per month — weekly is optimal

ACTION

Post Types Recommended

Offers, Updates, Events, Before/After haircut photos

ACTION

Section 4 — Citations & NAP Consistency

Citations are mentions of your business Name, Address, and Phone number (NAP) on external websites. Consistent NAP across all directories is a critical local SEO ranking factor. Any mismatch — even a difference in how 'Road' vs 'Rd' is written — can confuse Google and suppress rankings.

4.1 NAP Reference (Must Match Everywhere)

Business Name	Aria Barbershop
Address	480 Hespeler Rd Unit 21A, Cambridge, ON N1R 7R9, Canada
Phone	+1 519-620-3030
Website	http://ariabarbershop.booksy.com/ff

4.2 Directory Presence Found in Audit

DIRECTORY	PRESENCE	NAP MATCH	ACTION REQUIRED
Google Business Profile	LISTED	PRIMARY	This is the master record — all others must match this
Apple Maps	LISTED	VERIFY	Check NAP via Apple Maps Connect — address format may differ
Bing Places	LISTED	VERIFY	Log into Bing Places and verify name, address, phone match GBP exactly
Yelp	LISTED	VERIFY	Claim listing at biz.yelp.com — update if any NAP mismatch
Facebook Places	LISTED	VERIFY	Ensure Facebook Business page address matches GBP exactly
WeGo / HERE Maps	LISTED	VERIFY	Coordinates confirmed — verify NAP text matches
Foursquare / Swarm	UNKNOWN	N/A	Search and claim listing if not present
Yellow Pages Canada	UNKNOWN	N/A	Submit listing at yellowpages.ca — important for Canadian SEO
Canada411	UNKNOWN	N/A	Verify or create listing at canada411.ca
BBB (Better Business Bureau)	UNKNOWN	N/A	Create BBB profile — high authority citation for Canada
Hotfrog Canada	UNKNOWN	N/A	Free high-authority directory — create if not listed
Booksy (as citation)	LISTED	VERIFY	Website already on Booksy — ensure profile NAP is complete there too

Section 5 — Action Plan & Recommendations

The following recommendations are prioritised by impact on local search ranking and customer conversion. Address HIGH priority items first — they will produce the fastest ranking improvements.

1 Add Geo-Tagged Photos Immediately **HIGH**

This is the #1 quick win. Use GeoTagSEO.com or Geolmgr to embed GPS coordinates (43.3987585, -80.32636) into 10-15 high-quality barbershop photos before uploading to GBP. Google reads EXIF location data and rewards geo-tagged images with improved Map Pack visibility. Upload a mix of: interior shots, barbers working, haircut results, storefront.

2 Start Posting Weekly on GBP **HIGH**

Google Posts are a direct ranking signal that most competitors ignore. Post a minimum of 2x per month (weekly is ideal). Content ideas: 'Walk-ins welcome this Saturday', before/after fade photos, seasonal promotions, new barber introductions. Include keywords like 'Cambridge barbershop', 'haircut Cambridge ON', 'beard trim Cambridge' naturally in post text.

3 Verify & Standardise NAP Across All Citations **HIGH**

Check Apple Maps, Bing Places, Yelp, and Facebook right now. The NAP must be IDENTICAL on every platform: 'Aria Barbershop', '480 Hespeler Rd Unit 21A, Cambridge, ON N1R 7R9', '+1 519-620-3030'. Even minor differences (Rd vs Road, missing Unit 21A) suppress local rankings. Build new citations on Yellow Pages Canada, Canada411, and BBB.

4 Define a Service Area in GBP **HIGH**

Aria Barbershop currently has NO service area configured. Go to GBP dashboard > Info > Service Area and add Cambridge, Galt, Hespeler, Preston, and nearby postal codes. This dramatically increases your visibility for 'barbershop near me' searches in surrounding neighbourhoods.

5 Optimise Business Description with Target Keywords **MEDIUM**

Rewrite the business description to naturally include: 'Cambridge barbershop', 'haircut Cambridge ON', 'men's haircut', 'beard trim', 'fade specialist', 'walk-in barbershop Cambridge'. Maximum 750 characters. Lead with your strongest selling point. Do NOT keyword-stuff — write for the customer first, then review for keyword placement.

6 Add Keyword-Rich Responses to Every Review **MEDIUM**

When responding to reviews, naturally include service keywords: 'Thanks for visiting Aria Barbershop for your fade cut in Cambridge!'. This is a powerful, overlooked keyword signal. Respond to 100% of reviews — positive AND negative. Aim to respond within 24 hours.

7 Enable Messaging and Call History in GBP

MEDIUM

Turn on GBP Messaging (GBP dashboard > Messages > Turn on). This adds a 'Chat' button to your profile which improves click-through rates and lets customers enquire before booking. Also enable Call History to track phone enquiries generated from your GBP listing.

8 Add Payment Methods to Attributes

MEDIUM

Many customers filter by payment method. Add accepted payment types (cash, Visa, Mastercard, Interac, Apple Pay etc.) in GBP dashboard > Info > Attributes. This also improves profile completeness score.

9 Add Products Section

LOW

If Aria Barbershop sells any retail products (pomade, beard oil, grooming kits), add them under the Products section in GBP. This creates additional indexed content and can appear in Shopping results. Even a small product catalogue improves profile completeness.

10 Upload New Photos Consistently

LOW

Beyond the initial geo-tagged batch, aim to upload 2-4 new photos every month. Fresh photos signal an active profile to Google. Set a recurring monthly reminder. Rotate between: results photos, team photos, shop atmosphere, seasonal promotions.

Audit Summary & Next Steps

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Perfect 5.0 star rating (203 reviews) • Profile is claimed and fully verified • Strong service list with 10+ offerings • All 7 days of operating hours configured • Accessibility attributes added • Booking integration (Booksy) active • Listed on Apple Maps, Bing & Yelp • Local phone number — good trust signal 	<ul style="list-style-type: none"> • Photos not geo-tagged — missed ranking boost • No service area configured in GBP • No post history visible — inactive content • Keyword optimisation in description unclear • Citation NAP not verified across all platforms • Messaging status unknown • No products section populated • Payment methods not listed in attributes

Priority Action Checklist

TIMELINE	ACTION	PRIORITY
Week 1	Geo-tag 15 photos and upload to GBP	HIGH
Week 1	Set service area in GBP dashboard	HIGH
Week 1	Verify NAP on Apple Maps, Bing, Yelp, Facebook	HIGH
Week 2	Enable Messaging + Call History in GBP	MEDIUM
Week 2	Rewrite business description with target keywords	MEDIUM
Week 2	Add payment methods to attributes	MEDIUM
Week 3	Publish first GBP Post + set weekly schedule	HIGH
Week 3	Create citations on Yellow Pages CA, Canada411, BBB	MEDIUM
Week 4	Add keyword-rich responses to recent reviews	MEDIUM
Ongoing	Upload 2-4 new geo-tagged photos monthly	LOW
Ongoing	Respond to all new reviews within 24 hours	MEDIUM
Ongoing	Publish 2 GBP Posts per month minimum	HIGH

This report was generated on May 01, 2026 based on audit data from GMBEverywhere.com. Some metrics (messaging status, post history, exact photo count, review response rates) require manual verification inside the GBP dashboard at business.google.com. All recommendations are based on current Google Business Profile best practices for local SEO.