Google Business Profile

Oct 21 – Oct 27, 2026 · compared to Oct 14 – Oct 20, 2026 · Google has published performance through Oct 23, 2026, so performance changes compare Oct 21 – Oct 23, 2026 with Oct 14 – Oct 16, 2026

KPI TRACKER

KPIs by day

Day | Week | Month

METRIC	OCT 21	OCT 22	OCT 23	OCT 24	OCT 25	OCT 26	OCT 27	TOTAL	CHANGE	TREND
All selected locations										
CONVERSION · CUSTOMER ACTIONS										
Customer actions	9	11	11	–	–	–	–	31	▲ +24.0%	
Direction requests	8	8	6	–	–	–	–	22	▲ +4.8%	
Calls	1	3	4	–	–	–	–	8	▲ +700.0%	
Website clicks	0	0	1	–	–	–	–	1	▼ −66.7%	
Actions per 1,000 impressions	43.5	48.7	40.4	–	–	–	–	44.0	▲ +49.2%	
ENGAGEMENT · REVIEWS										
New reviews	0	0	0	0	0	0	0	0	–	
Rating of new reviews	–	–	–	–	–	–	–	–	–	–
Total reviews	–	–	–	–	–	–	–	1,323	–	–
Average rating	–	–	–	–	–	–	–	4.4	–	–
VISIBILITY · IMPRESSIONS										
Impressions	207	226	272	–	–	–	–	705	▼ −16.9%	
Mobile maps	134	149	177	–	–	–	–	460	▼ −20.7%	
Mobile search	43	60	77	–	–	–	–	180	▲ +6.5%	
Desktop search	27	12	15	–	–	–	–	54	▼ −40.7%	
Desktop maps	3	5	3	–	–	–	–	11	▲ +37.5%	
▸ location-6ccck										
▸ location-ci0o0										
▸ location-dtg8d										
▸ location-l24r8										
▸ location-mpe19										

LOCATION PERFORMANCE

CUSTOMER ACTIONS
31
▲ +24.0%

DIRECTION REQUESTS
22
▲ +4.8%

CALLS
8
▲ +700.0%

WEBSITE CLICKS
1
▼ −66.7%

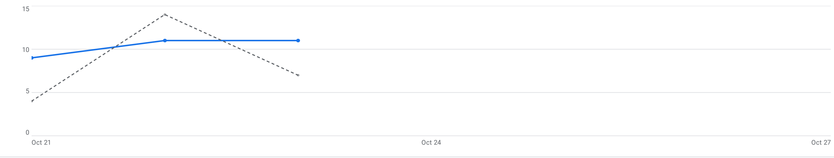
ACTIONS PER 1,000 IMPRESSIONS
44.0
▲ +49.2%

IMPRESSIONS
705
▼ −16.9%

CUSTOMER ACTIONS BY DAY

Customer actions: 31, up 24.0% on the previous period. Highest day: Oct 22 (11).

Customer actions · Comparison (previous period)



CUSTOMER ACTIONS BY TYPE

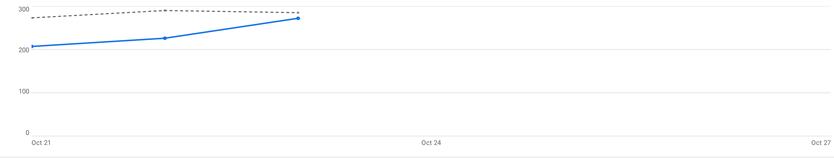
Direction requests lead with 71.0% of 31 customer actions.

Direction requests	22	▲ +4.8%
Calls	8	▲ +700.0%
Website clicks	1	▼ −66.7%

IMPRESSIONS BY DAY

Impressions: 705, down 16.9% on the previous period. Highest day: Oct 23 (272).

Impressions · Comparison (previous period)



IMPRESSIONS BY SURFACE

Google Maps holds 66.8% of impressions and mobile 90.8%.

Google product			Device			Surface		
Google Search	33.2%	234	Mobile	90.8%	640	Mobile search	25.5%	180
Google Maps	66.8%	471	Desktop	9.2%	65	Mobile maps	65.2%	460
						Desktop search	7.7%	54
						Desktop maps	1.6%	11

CUSTOMER ACTIONS BY LOCATION

location-l24r8 leads with 29.0% of customer actions across 5 locations.

Direction requests · Calls · Website clicks · Other actions

location-l24r8	9	▼ −25.0%
location-6ccck	8	▲ +300.0%
location-dtg8d	7	
location-mpe19	7	■ 0.0%
location-ci0o0	0	▼ −100.0%

IMPRESSIONS BY LOCATION

location-l24r8 draws 48.5% of impressions.

location-l24r8	342	▼ −24.5%
location-ci0o0	193	▲ +1.6%
location-mpe19	104	▼ −22.4%
location-6ccck	63	▼ −3.1%
location-dtg8d	3	▼ −50.0%

KPIs BY LOCATION

5 locations; location-l24r8 ranks first with 9 customer actions (29.0%).

LOCATION	CUSTOMER ACTIONS ↓	DIRECTION REQUESTS	CALLS	WEBSITE CLICKS	ACTIONS / 1K IMPR.	IMPRESSIONS	AVERAGE RATING
location-l24r8	9 ▼ −25.0%	8 ▼ −20.0%	0 ▼ −100.0%	1 ■ 0.0%	26.3 ▼ −0.7%	342 ▼ −24.5%	4.4 ★
location-6ccck	8 ▲ +300.0%	3 ▲ +50.0%	5 –	0 –	127.0 ▲ +312.7%	63 ▼ −3.1%	4.1 ★
location-dtg8d	7 –	7 –	0 –	0 –	2,333.3 –	3 ▼ −50.0%	–
location-mpe19	7 ■ 0.0%	4 ▼ −33.3%	3 –	0 ▼ −100.0%	67.3 ▲ +28.8%	104 ▼ −22.4%	4.5 ★
location-ci0o0	0 ▼ −100.0%	0 ▼ −100.0%	0 –	0 ▼ −100.0%	0.0 ▼ −100.0%	193 ▲ +1.6%	4.2 ★
All selected locations	**31** ▲ +24.0%	**22** ▲ +4.8%	**8** ▲ +700.0%	**1** ▼ −66.7%	**44.0** ▲ +49.2%	**705** ▼ −16.9%	**4.4 ★**

RATINGS TRACKING

NEW REVIEWS
0

RATING OF NEW REVIEWS
–

REPLY RATE
–

HOURS TO REPLY
–

TOTAL REVIEWS
1,323

AVERAGE RATING
4.4 ★

NEW REVIEWS BY DAY

New reviews: 0.

New reviews · Comparison (previous period)

