

GBP Activity Comparison Snapshot

The DIY version of our GBP Activity Auto-Comparison — a two-minute look, not an ongoing log.

Two Google Business Profiles can look similar at a glance while one is actively maintained and the other hasn't been touched in months. Google notices the difference even when a casual visitor doesn't — active profiles get more visibility. This is a single, two-minute snapshot — open both profiles side by side and fill it in once.

Metric	You	[Competitor]	Where to check
Posts in the last 30 days			Their GBP posts tab, sorted by date
Photos added in the last 30 days			Their GBP photos tab, sorted by date
Most recent review response time			Their most recent review, and its reply date
Unanswered Q&A questions			Their GBP Q&A tab
Profile completeness			Whether services/attributes sections are filled in

Worth repeating once a quarter, or any time your Quarterly Market Intelligence Scorecard flags a competitor doing something new — it's the two-minute way to check whether that's backed by real, sustained activity.