GOOGLE PROFILE TUNE-UP · HANDOFF PACK

Easier to find, and to choose, on Google.

Built for Brightline Heating & Air. Your Google Business Profile fixed and completed, your details matched across the main listings, and review requests set up.

01 Your setup at a glance
02 What we changed
03 Test report: Before-and-after audit
04 Ownership & access
05 30-day results
06 Keeping it current

Brightline Heating & Air

Prepared by Open Arm Solutions · Delivered October 2026

SAMPLE · FICTIONAL BUSINESS

01 · YOUR SETUP AT A GLANCE

Your Google profile is complete and working.

Your Google Business Profile fixed and completed, your details matched across the main listings, and review requests set up.

28/30	12	8	2
Audit score after (was 16)	Items fixed	Listings matched	Left for you

Where it's set up

TOOL	WHO USES IT	WHAT IT DOES	STATUS	LAST UPDATED
Google Business Profile	Customers searching	Complete, correct and verified	Live	Nov 3, 2026
Review requests	Customers after a job	A text with your review link after each visit	Live	Nov 3, 2026
Main listings	Customers searching	Same name, phone and hours on 8 directories	Live	Nov 3, 2026

Profile details last updated Nov 3, 2026.

How it connects

Google profile
Set up once, in your accounts

→

- **Google Business Profile**
- **Review requests**
- **Main listings**

Start using it today

1. Reply to a review
Open the review in your Google profile.

2. Add job photos
Take a clear photo with no house number showing.

3. Change your hours
Edit hours in the profile.

02 · WHAT WE CHANGED

Every change, and how it reads on Google.

Each change says what we did, how customers now see it, and when to check it again.

Categories and services

WHAT WE CHANGED

Primary category set to 'HVAC contractor', with 4 secondary categories and all 22 services listed with prices from your list.

HOW IT READS ON GOOGLE

> *"HVAC contractor · Air conditioning repair · Furnace repair · Duct cleaning"*

CHECK IT AGAIN WHEN

You add or drop a service.

NEVER SAY

A service you don't offer, or a price that isn't on your list.

Hours and holiday hours

WHAT WE CHANGED

Weekday and Saturday hours corrected; after-hours emergency calls noted; holiday hours set for the year.

HOW IT READS ON GOOGLE

> *"Open 24 hours for emergencies · Office Mon-Fri 7-6, Sat 8-2"*

CHECK IT AGAIN WHEN

Your hours change, or before each holiday.

NEVER SAY

24-hour service for anything but emergencies.

Also inside: Photos, Business description, Review replies, Questions & answers, Directory listings.

03 · TEST REPORT

Your profile scored 16/30 before and 28/30 after.

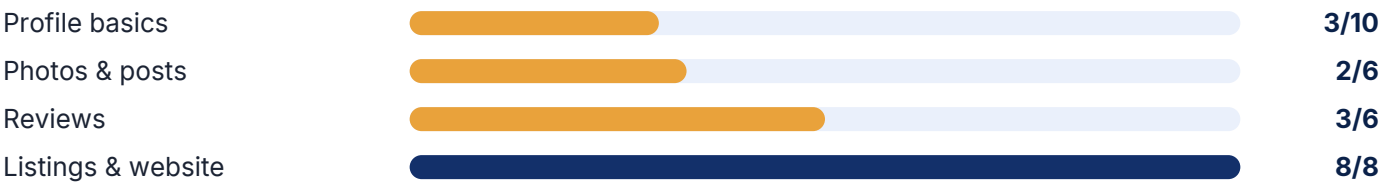
A 30-point audit of your profile and listings, run before we started and again at handoff.

16/30	28/30	12	2
Audit score before	Audit score after	Items fixed by us	Left for you (listed below)

AUDIT CHECK	BEFORE → AFTER	AREA	RESULT
Primary category	'Heating contractor' → 'HVAC contractor'.	Profile	Fixed
Secondary categories	None → 4 added.	Profile	Fixed
Services with prices	3 listed → all 22 with prices.	Profile	Fixed
Hours	Saturday wrong → corrected.	Profile	Fixed
Holiday hours	Missing → set for the year.	Profile	Fixed
Website link	Home page → tracked booking page.	Profile	Fixed
Business description	2 lines → full description with services.	Profile	Fixed

Showing 7 of 30, misses first. Every row is in your test report and your portal.

Results by topic



Scoring: each of the 30 checks is a pass or a miss; the score counts passes. The 2 checks left for you are habits, not settings.

04 · OWNERSHIP & ACCESS

Your accounts and files are yours: each one, who owns it, and where it lives.

Every account is in your name. We have helper access only, and you can remove it any time without breaking anything.

WHAT	ACCOUNT OWNER	OUR ACCESS	WHERE TO FIND IT
Google Business Profile	Brightline (owner is primary owner)	Manager, removable	business.google.com
Review request texts	Brightline, in your texting app	Admin, removable	Texting app › Automations
Directory listings (8)	Brightline	None	Each directory's business login
Photos (originals)	Brightline (Google Drive)	Editor, removable	Drive › Brightline › Photos
Audit and change log	Brightline	None	Portal › Files
Editable copies (Word, Google Docs)	Brightline	None	Portal › Files

Every file we handed over

FILE	FORMAT	WHERE IT IS
Audit and change log	PDF + Word	Portal › Files
Photo originals (24)	JPEG	Drive › Brightline › Photos

Also yours: the handoff pack, the test report, this sheet and the 30-day results report, each as a PDF and an editable Word file, in your portal.

If you ever leave

Everything keeps working. Remove our access where it says "removable". We delete your portal within 30 days of your request or plan ending.

Who to contact

hello@openarmsolutions.com or text (954) 821-2598. We usually reply the same business day.

05 · 30-DAY RESULTS

Your first month after the tune-up.

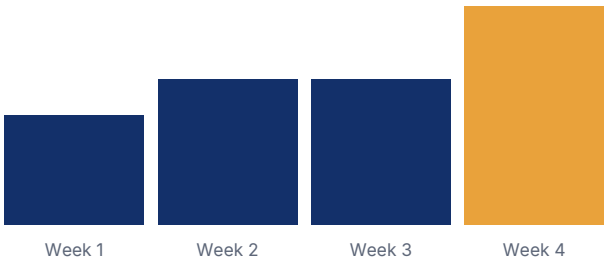
Illustrative numbers for a sample business. Your real report is built from your own logs 30 days after launch.

28 of 30
Audit score (was 16)

17
New reviews

4.7
Rating (was 4.6)

New reviews per week



Top searches that showed you

"hvac repair near me"	212
"brightline heating"	164
"ac tune up"	96
"furnace repair"	71

97%

Industry figure, not a result from this report. "97% of consumers read reviews for local businesses; 41% always read them; 74% only care about reviews from the last 3 months; 71% use Google to read reviews." Source: BrightLocal Local Consumer Review Survey 2026 (1,002 US adults), 2026. https://www.brightlocal.com/research/local-consumer-review-survey/

What we changed & next month's plan

Added
A Q&A answer about financing, asked twice on the profile.

Updated
Fall tune-up post, and holiday hours for Thanksgiving week.

Next
Monthly job photos, and a post each month with Keep It Running.

06 · KEEPING IT CURRENT

When something changes, it changes everywhere.

When prices, hours, services or policies change, these three steps keep every answer right.

KEEP IT RUNNING

Active · renews Dec 2

Price and policy updates, fixes, and a monthly check with a short report. Text or email any change.

To request a change

1. **Text or email us** at (954) 821-2598 or hello@openarmsolutions.com: what changed and from when.
2. **We update it once** and every tool gets the new answer. On Keep It Running, small changes are included.
3. **We confirm** by reply, with the audit checks we re-ran.

How-to guides

Reply to a review · 1 min

1. Open the review in your Google profile. 2. Thank them by first name and mention the job. 3. For a bad review, offer a call, then take it offline.

Add job photos · 1 min

1. Take a clear photo with no house number showing. 2. Add it in the profile's Photos. 3. 4 a month keeps the profile fresh.

Change your hours · 1 min

1. Edit hours in the profile. 2. Text us and we match the 8 listings. 3. Set holiday hours before each holiday.

Where things stand

STEP	DETAIL	STATUS
Setup questionnaire	Received Sep 24	Done
Profile audited and fixed	Tested before handoff	Done
Review requests on	Live Oct 2	Done
30-day results report	Sent Nov 3	Done