PART ONE · EXECUTIVE SUMMARY

Google Business Profile Audit

Start with booking. The salon’s website has an appointment page, but guests must find a second link to reach it.



FICTIONAL SALON ILLUSTRATION

Aurelle Hair Atelier

Bandra West, Mumbai · 5 November 2026, 11 am IST

4.6 / 5	86	12
Displayed public rating	Public reviews	Recent reviews examined

Five priorities for Aurelle

01 Booking takes a detour
Guests must find a second link to reach the appointment page.
Audit p. 5
Prepared Solutions p. 3

02 Two labels cover five distinct services
Guests see individual services on the menu but only broad categories on Google.
Audit p. 5
Prepared Solutions p. 2

03 Waits recur; one estimate is questioned
Three concerns have no reply. A fourth guest who mentioned a delay received one.
Audit p. 6
Prepared Solutions pp. 6–7

04 The description leaves out the consultation
The website and guest feedback explain what the short profile introduction misses.
Audit p. 6
Prepared Solutions p. 2

05 The photos leave out the entrance
Six images show the work and interior. None helps a new guest spot the entrance.
Audit p. 7
Prepared Solutions p. 3

Fictional sample. All sources, dates and reviews describe this fictional salon. The illustration is separate from the six photos assessed. The owner reviews and publishes the prepared edits.

PROFILE COVERAGE · 1 OF 2

Identity and first impressions

We matched the Google listing to the salon’s contact page before using its service menu, booking link or consultation guidance.

Name, locality and category

PUBLIC SNAPSHOT The Google listing and salon contact page show the same salon name, Bandra West locality and contact number.

SALON WEBSITE The menu supports “Hair salon”. Retain the name, category and contact number.

Hours and practical information

PUBLIC SNAPSHOT Tuesday to Sunday, 10 am–8 pm. Monday closed. Card payment is displayed.

SALON WEBSITE Aurelle’s website lists the same weekly hours. Holiday hours, parking and step-free access remain unverified.

Profile introduction

PUBLIC SNAPSHOT “Unisex salon in Bandra” names the area but says little about the appointment.

SALON WEBSITE The colour consultation explains history, finish, upkeep and the estimate. Compare Finding 04.

Updates and attributes

PUBLIC SNAPSHOT An October update introduces the colour consultation. The profile description gives only the locality, so the same detail is easy to miss on a first visit.

PREPARED ACTION Put the enduring consultation detail in the main description. Leave unverified amenities out.

HOW WE CHOSE THE FIVE PRIORITIES

We checked the full public profile against the salon’s website, menu, appointment route, photos and reviews. We prioritised gaps that affect how guests choose, book or find the salon. Private settings, search data, bookings and staff routines are outside this fictional audit.

PROFILE COVERAGE · 2 OF 2

From choice to arrival

We followed the steps a new guest would take, from choosing a service to finding the salon.

Appointment route

PUBLIC SNAPSHOT The Website button opens the salon's website. Its "Book an appointment" link opens a page headed "Aurelle Hair Atelier · Bandra West". No separate booking action appears in the public profile snapshot.

PREPARED ACTION Finding 01 · Link to the appointment page where Google offers a booking field. Test the first step on a phone.

Service choices

PUBLIC SNAPSHOT The two public entries read "Haircuts" and "Hair colour". Neither names balayage or gloss and toning.

SALON WEBSITE Aurelle's service menu lists five services by name. Finding 02 maps their names and descriptions to appropriate fields.

Reviews and public responses

PUBLIC SNAPSHOT The 3 November reply mentions the guest's shade choice. The 30 October reply thanks the guest for mentioning styling advice.

PREPARED ACTION Finding 03 · Keep this specific tone for the unanswered concerns. Review the full recent sample on p. 4.

Photo coverage

PUBLIC SNAPSHOT The six owner photos show one reception view, two styling-station views and three finished looks. All six show the salon or its work. None shows the street approach.

PREPARED ACTION Finding 05 · Keep the useful images. Add two complementary arrival views.

Fictional source record · Observed 5 November 2026. No booking was submitted. Q&A availability, additional categories, map-pin accuracy at the door and editor features cannot be established from this snapshot.

EVIDENCE · 7 OCTOBER TO 3 NOVEMBER 2026

What the recent reviews say

The 12 newest entries were included across all ratings and reply states. Each row paraphrases a fictional public review.

7 / 12	5 / 12	3 / 5
Replied	Unanswered	Unanswered concerns

Date	Rating	Replied?	Guest's point
03 Nov	5 / 5	Yes	Colour consultation and shade choice
01 Nov	3 / 5	No	Liked cut. Waited about 25 minutes
30 Oct	5 / 5	Yes	Cut and at-home styling advice
27 Oct	5 / 5	Yes	Patient colour consultation
25 Oct	2 / 5	No	Final colour charge exceeded verbal estimate
23 Oct	5 / 5	No	Balayage blend and finish
20 Oct	4 / 5	Yes	Helpful discussion about colour upkeep
18 Oct	3 / 5	Yes	Good blow-dry. Service started late
15 Oct	5 / 5	No	Haircut and styling advice
12 Oct	1 / 5	No	Waited and left before appointment began
09 Oct	5 / 5	Yes	Colour consultation and tone
07 Oct	5 / 5	Yes	Curly haircut and home care tips

Read the comments in context

Eight of these twelve guests gave four or five stars. The displayed 4.6 rating covers all 86 public reviews.

REPEATED AND ISOLATED FEEDBACK

Three guests describe delays. The 18 October review has a reply. One guest questions the colour bill. Four entries mention colour consultation or upkeep. Shaded rows match the three reply drafts in Prepared Solutions p. 7.

A 12-review sample does not establish the frequency of delays, billing errors or satisfaction across all visits.

FINDINGS 01–02 · CHOOSING A SERVICE

Make the next step clear

The salon’s website already has an appointment booking page and a detailed service menu.

FINDING 01 — High priority

An appointment takes a detour

Observed	The Website button correctly opens the salon’s website. No direct appointment action was visible. Guests reach the booking screen through a second link on that page.
Evidence	In the fictional walkthrough, the booking screen named Aurelle Hair Atelier · Bandra West, matching the contact page. No appointment was submitted.
Guest impact	A guest ready to book must first find the appointment link. The extra search can interrupt that next step.
Owner action	Use the supplied destination in the booking field if available. Otherwise feature the prepared booking button on the page that Google’s Website button opens.

Prepared for you · Solution 01
Appointment URL, button wording, placement and phone check in Prepared Solutions p. 3.

FINDING 02 — High priority

Service names lose detail between surfaces

Observed	Google shows “Haircuts” and “Hair colour”. Aurelle’s published menu lists haircut and style, balayage, root colour, gloss and toning, and blow-dry and styling.
Guest impact	A guest comparing a root touch-up with a tone refresh cannot distinguish those choices from the two broad labels.
Owner action	Review five menu-matched drafts. Submit each in its supported service field and record pending edits. Keep the website menu available if a field is missing.

Prepared for you · Solution 02
Five individual service descriptions matched to the public menu, Prepared Solutions p. 2.

FINDINGS 03–04 · REPUTATION AND POSITIONING

Explain the salon experience

Read the description alongside what guests actually chose to write about.

FINDING 03

High priority

Unanswered concerns leave uncertainty

Observed
Delays recur on 12 and 18 October and 1 November. The 18 October comment was answered. One 25 October review questions the final colour charge.

Compared
The salon's website says the estimate is agreed before the service. The single pricing complaint and two unanswered waits leave a future guest unsure how changes are handled. Eight of the 12 reviews are four or five stars.

Owner action
Check private records, then address each guest's own point. Offer an updated wait estimate or a revised quote before work when relevant. The comments alone cannot establish fault.

Prepared for you · Solution 03
Three dated reply drafts and two expectation-setting scripts, Prepared Solutions pp. 6–7.

FINDING 04

Medium priority

The consultation is buried

Observed
The profile says "Unisex salon in Bandra". Aurelle's website describes a discussion of hair history, finish, upkeep and estimate.

Compared
The October update and four consultation or upkeep mentions in recent reviews support making this part of the introduction. They do not support claims of superior results.

Guest impact
A first-time colour guest has little reason to expect a conversation before the appointment begins.

Owner action
Approve the prepared description and submit it in the description field. Recheck what is publicly visible.

Prepared for you · Solution 04
Profile copy explaining Aurelle's colour consultation, Prepared Solutions p. 2.

FINDING 05 · FIRST VISIT

Help guests recognise the entrance

The existing photo mix answers “What does the salon look like inside?” A first-time visitor also needs to know which door to use.

FINDING 05 — Medium priority

The street approach is missing from the photo set

Observed	One reception image, two styling stations and three finished looks make up the six sampled business photos. None shows the street-facing doorway.
Compared	The salon’s contact page gives guests the Bandra West address. The public images add no recognisable approach from the pavement.
Guest impact	A guest may recognise a styling station after entering and still be unsure which door to take.
Owner action	Photograph the approach in daylight, then the doorway and readable sign. Exclude identifiable passers-by, vehicle plates and customer details. Upload and check the public crop.

Prepared for you · Solution 05
A prioritised shot list, framing guidance and completion check, Prepared Solutions p. 3.

When the changes are submitted

01 Date each edit you submit to your Google profile and keep a separate list of pending items.

02 Check the public booking route, services, description, replies and arrival photos after processing.

03 Compare the first weekly checkpoint with the Day 1 baseline. Changes in the public count cannot be attributed to individual invitations.

The five branded QR formats, English and Hinglish invitations and tracker are included tools. Public evidence cannot establish how reception asks for feedback. Google business links · Review invitations