

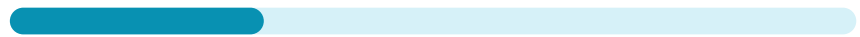
# Sunrise Bakehouse, Indiranagar

Bakery · Indiranagar

Business Intelligence Report · 15 January 2026

## PROFILE STRENGTH SCORE

**30** / 100



Profile strength out of 100 · 5 nearby listings compared

NEEDS URGENT ATTENTION

Nearby listings publish 4 service labels that your profile does not show yet.

## BIGGEST OPPORTUNITY

Add the service labels nearby listings publish so customers can confirm what you offer without calling first.

## QUICK WINS INSIDE 20 MINUTES

- |                                                |                          |
|------------------------------------------------|--------------------------|
| ✓ Add "Savoury bakes" to your profile services | 10 minutes · High impact |
| ✓ Add "Custom cakes" to your profile services  | 10 minutes · High impact |
| ✓ Add "Gift hampers" to your profile services  | 10 minutes · High impact |

5 competitor profiles · 6 service labels · 5 attributes compared · Moderate confidence



## At A Glance: Your Listing vs Nearby Businesses

Every signal below comes straight from the published Google Business Profiles. Shaded cells mark where a nearby listing publishes more than yours.

| SIGNAL          | YOU  | Golden Crust | The Flour Room | Cocoa & Co | Morning Loaf | Bake House |
|-----------------|------|--------------|----------------|------------|--------------|------------|
| Profile score   | 30   | 90           | 65             | 50         | 33           | 76         |
| Services listed | 2    | 6            | 4              | 3          | 2            | 5          |
| Reviews         | 86   | 412          | 233            | 158        | 74           | 305        |
| Star rating     | 4.3  | 4.6          | 4.5            | 4.2        | 4.1          | 4.7        |
| Categories      | 1    | 4            | 3              | 2          | 2            | 3          |
| Attributes      | 1    | 5            | 3              | 2          | 1            | 4          |
| Photos          | 24   | 180          | 95             | 62         | 31           | 140        |
| Description     | None | Short        | Short          | Short      | None         | Short      |

Shaded cells mark a nearby listing publishing more than your profile on that signal.

### WHAT THIS MEANS

Across the signals compared, Golden Crust Patisserie sets the pace and your listing trails on several rows. The matrix shows exactly which signals to close first.



## Executive Summary

What the comparison found, in the order it matters to someone choosing between your listing and a nearby one.

### PROFILE SCORE

**30**

Needs Urgent Attention · nearby average 63

### STANDING

**6 of 6**

Against 5 nearby listings

### POINTS AVAILABLE

**+47**

10 tasks · 3 hr 20 min total

Your profile scores 30 out of 100 and sits 6 of 6 in this comparison, against a nearby average of 63. Nearby listings publish 4 service labels you do not, led by Savoury bakes and Custom cakes. Your profile has no usable description, which removes the one place you control the wording customers read. Closing the gaps scheduled in this plan is worth about 47 points of profile strength across 10 tasks.

### DO THIS FIRST

Start with services nearby listings publish - it is the change with the clearest evidence behind it.



## Profile Strength Score

The score measures published profile detail against the strongest listing in this comparison. It does not measure the quality of your work.

30

/ 100

NEEDS URGENT ATTENTION

After this action plan: about 77 / 100  
Ranked 6 of 6 listings compared · strongest nearby scores 90

### Services Listed

8 / 25

BEHIND

2 listed · best nearby 6

### Reviews & Rating

11 / 20

BEHIND

86 reviews · best nearby 412

### Category Coverage

4 / 15

BEHIND

1 listed · best nearby 4

### Profile Attributes

3 / 15

BEHIND

1 listed · best nearby 5

### Business Description

0 / 15

BEHIND

No description · 4 of 5 nearby have one

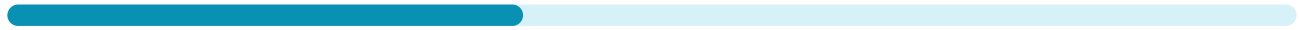


## Profile Strength Score (continued)

### Photos On Profile

4 / 10

BEHIND



24 listed · best nearby 180

### WHAT THIS MEANS

The score reflects published profile detail, not the quality of your work. The lowest rows are the ones customers notice first when they compare listings.



## Market Snapshot

Where your listing sits against the nearby businesses compared in this report.

### YOUR SCORE

**30**

Needs Urgent Attention

### NEARBY AVERAGE

**63**

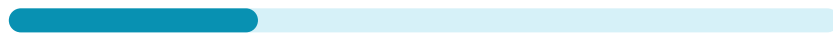
5 listings

### STRONGEST NEARBY

**90**

Golden Crust Patisserie

You



30

Nearby average



63

Golden Crust



90

### THE GAP

Golden Crust Patisserie publishes the strongest profile in this set at 90 out of 100, 60 points ahead of yours.

### WHAT THIS MEANS

Golden Crust Patisserie sets the benchmark at 90. The 60 point gap is made up of profile fields you can edit yourself.



## Competitor Comparison

Your published profile against the nearby average and the strongest nearby listing, signal by signal.

| SIGNAL             | YOU      | NEARBY AVERAGE | STRONGEST NEARBY |
|--------------------|----------|----------------|------------------|
| Profile score      | 30 / 100 | 63 / 100       | 90 / 100         |
| Services listed    | 2        | 4              | 6                |
| Categories used    | 1        | 3              | 4                |
| Profile attributes | 1        | 3              | 5                |
| Reviews            | 86       | 236            | 412              |
| Star rating        | 4.3      | 4.4            | 4.7              |
| Photos             | 24       | 102            | 180              |
| Description length | None     | 89 chars       | 111 chars        |

### WHAT THIS MEANS

Nearby listings publish more services than yours, with Golden Crust Patisserie listing 6. A fuller list makes your offering easier to compare at a glance.

### Golden Crust Patisserie

**90 / 100**

4.6 rating · 412 reviews · 6 services · 4 categories

#### THIS LISTING LEADS YOU

- Review count
- Photos on profile
- Services listed



## Competitor Comparison (continued)

### The Flour Room

65 / 100

4.5 rating · 233 reviews · 4 services · 3 categories

#### THIS LISTING LEADS YOU

- Review count
- Photos on profile
- Services listed

### Cocoa & Co Bakery Studio

50 / 100

4.2 rating · 158 reviews · 3 services · 2 categories

#### THIS LISTING LEADS YOU

- Review count
- Photos on profile
- Services listed

### Morning Loaf Co

33 / 100

4.1 rating · 74 reviews · 2 services · 2 categories

#### CLOSELY MATCHED

- Photos on profile
- Categories used
- Customer topic mentions

### Bake House Lane

76 / 100

4.7 rating · 305 reviews · 5 services · 3 categories

#### THIS LISTING LEADS YOU

- Review count
- Photos on profile
- Services listed



## Category Opportunities

Category labels used by nearby listings that your profile does not use. Add only the labels that accurately describe work you do.

Your profile uses: Bakery

### Cake shop

3 nearby businesses

Used by 3 nearby businesses in this comparison. Add it only if it accurately describes work you do.

### Cafe

2 nearby businesses

Used by 2 nearby businesses in this comparison. Add it only if it accurately describes work you do.

### Coffee shop

2 nearby businesses

Used by 2 nearby businesses in this comparison. Add it only if it accurately describes work you do.

### Dessert shop

2 nearby businesses

Used by 2 nearby businesses in this comparison. Add it only if it accurately describes work you do.

### WHAT THIS MEANS

Nearby listings use 4 category labels your profile does not, including Cake shop and Cafe. Add only the labels that genuinely describe your work.



# Top Opportunities

Ranked by how much published evidence sits behind each gap, not by how easy it is to fix.

## OPPORTUNITY 1 · CRITICAL

HIGH

### Services nearby listings publish

4 service labels appear on at least 2 nearby listings but not on yours.

- Savoury bakes
- Custom cakes
- Gift hampers
- Wedding cakes

#### WHY THIS MATTERS

When customers scan services they expect to see the exact help they need; missing labels that nearby listings publish can push them to call someone else.

Easy · 20 minutes · about +8 profile points



## OPPORTUNITY 2 · CRITICAL

HIGH

### Category labels in use nearby

4 category labels are used by nearby listings and absent from yours.

- Cake shop
- Cafe
- Coffee shop
- Dessert shop

#### WHY THIS MATTERS

Accurate category labels help customers recognise what you do without reading the whole listing. Add only labels that genuinely describe your work.

Easy · 20 minutes · about +8 profile points





## Top Opportunities (continued)

### OPPORTUNITY 3 · CRITICAL

HIGH

#### Business description is missing

The description is the only part of the listing where you choose the wording customers read first.

- No usable description on your profile
- 4 of 5 nearby listings have one

#### WHY THIS MATTERS

A written description is the one part of the listing where you choose the wording customers read first.

Easy · 20 minutes · about +8 profile points



### OPPORTUNITY 4 · HIGH VALUE

MEDIUM

#### Practical details customers look for

4 profile attributes appear nearby and are missing from yours.

- Delivery
- Outdoor seating
- Takeaway
- Wheelchair accessible entrance

#### WHY THIS MATTERS

Practical details like payment, access, and booking options answer questions before a customer needs to call.

Moderate · 30 minutes · about +5 profile points





## Top Opportunities (continued)

### OPPORTUNITY 5 · HIGH VALUE

MEDIUM

#### Topics customers mention nearby

4 topics appear more often around nearby listings than yours.

- Cakes
- Service
- Coffee
- Ambience

#### WHY THIS MATTERS

Themes customers already mention nearby are useful cues for how to word your description and services  
- only reflect work you genuinely deliver.

Moderate · 30 minutes · about +5 profile points





## Service Visibility

The service labels nearby listings publish most often, and whether a customer can find them on your profile.

**2 of the 6 most common nearby service labels are already on your profile; 4 are missing.**

### Coffee

4 nearby businesses

**ON PROFILE**

Already listed on your profile - keep the wording consistent with how customers ask for it.

### Savoury bakes

4 nearby businesses

**MISSING**

80% of the listings compared publish this and yours does not.

### Birthday cakes

3 nearby businesses

**ON PROFILE**

Already listed on your profile - keep the wording consistent with how customers ask for it.

### Custom cakes

3 nearby businesses

**MISSING**

60% of the listings compared publish this and yours does not.

### Gift hampers

3 nearby businesses

**MISSING**

60% of the listings compared publish this and yours does not.

### Wedding cakes

3 nearby businesses

**MISSING**

60% of the listings compared publish this and yours does not.

### WHAT THIS MEANS

Of the most common nearby service labels tracked here, some are still missing from your profile. Adding only the ones you genuinely offer closes that gap without inventing services you do not provide.



## Profile Completeness

Field by field, what your listing publishes against what nearby listings publish.

**✗ Business description** **Not published**  
Nearby: 4 of 5 nearby have one  
Nothing here means customers form an impression from reviews alone.

**✓ Website link** **Published**  
Nearby: 5 of 5 nearby have one  
Gives customers somewhere to check details before contacting you.

**✗ Services listed** **2 listed**  
Nearby: 4 average nearby  
Fewer services than the nearby average makes the offering harder to compare.

**✗ Categories used** **1 used**  
Nearby: 3 average nearby  
Additional accurate categories widen the searches this listing can appear in.

**✗ Profile attributes** **1 set**  
Nearby: 3 average nearby  
4 attributes used nearby are still missing from your profile.

**✗ Photos** **24 on profile**  
Nearby: 102 average nearby  
Fewer photos than nearby listings gives customers less to judge before visiting.



## Profile Completeness (continued)

### ALREADY ON YOUR PROFILE

Accepts cards

### USED NEARBY, MISSING FROM YOURS

Delivery · Outdoor seating · Takeaway · Wheelchair accessible entrance

### WHAT THIS MEANS

Nearby listings fill in more practical profile fields than yours. Each missing field is a question a customer has to ask before deciding.



## Your 30-Day Action Plan

Ordered by evidence first and effort second. Everything here is done inside your own Google Business Profile.

**WEEK 1****Add "Savoury bakes" to your profile services**

10 minutes

4 nearby businesses publish this label and your profile does not.

**WEEK 1****Add "Custom cakes" to your profile services**

10 minutes

3 nearby businesses publish this label and your profile does not.

**WEEK 1****Add "Gift hampers" to your profile services**

10 minutes

3 nearby businesses publish this label and your profile does not.

**WEEK 1****Write a complete business description**

45 minutes

Customers currently form an impression without any wording you control.

**WEEK 2****Review whether "Cake shop" describes work you do**

10 minutes

3 nearby businesses use this category label. Add it only if it is accurate.

**WEEK 2****Review whether "Cafe" describes work you do**

10 minutes

2 nearby businesses use this category label. Add it only if it is accurate.

**WEEK 3****Complete the missing profile attributes**

20 minutes

4 practical details published nearby are missing from your listing.

**WEEK 3****Upload a fresh set of profile photos**

40 minutes

5 nearby listings show more photos than yours.

**WEEK 4****Ask recent customers for a Google review**

30 minutes

4 nearby listings carry more reviews than yours.



## Your 30-Day Action Plan (continued)

### WEEK 4

#### Re-check the profile against this report

15 minutes

Confirms every change published correctly and nothing was reverted by Google.

### PLAN TOTAL

10 tasks · 3 hr 20 min total · worth about 47 profile points

### WHAT THIS MEANS

The plan is ordered by evidence, not effort. Work through the first week before moving on, because the earliest tasks carry the largest share of the 47 point gain.



## Potential Impact

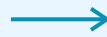
Estimated profile score after the action-plan edits in this report - not a full match to every competitor metric, and not a ranking promise.

TODAY

30

AFTER THESE CHANGES

77



Business Description



+15 pts

45 minutes

Services Listed



+13 pts

20 minutes

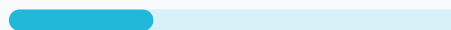
Profile Attributes



+12 pts

15 minutes

Category Coverage



+8 pts

15 minutes

### WHAT CHANGES FOR A CUSTOMER

- Customers can confirm what you offer without calling to ask.
- Your listing becomes eligible for a wider set of nearby searches.
- Practical questions are answered before a customer needs to make contact.
- The listing reads as actively maintained rather than left alone.

### WHAT THIS MEANS

Completing the tasks in this action plan moves the profile from 30 to an estimated 77. That estimate covers the scheduled edits only - published profile detail, not search placement.



## Illustrative Business Impact

How a more complete listing tends to change outcomes from the people who already find you.

### THE POINT

A more complete listing converts more of the people who already find you - not more searches, better

### Conservative

Only the quick profile edits are published and nothing else about the business changes.

**+19 profile points**

Within 2 weeks

### Expected

The full 30-day plan is completed, including the description rewrite and the missing attributes.

**+38 profile points**

Within 30 days

### Sustained

The plan is completed and the listing is reviewed each quarter so details stay current.

**+47 profile points**

Within 90 days

### WHAT THESE SCENARIOS ASSUME

- Your listing already appears for the searches it is eligible for.
- Review volume stays broadly where it is today (86 reviews).
- Profile edits are published and approved by Google without changes.

### WHAT THIS MEANS

These figures are illustrative. They show how a more complete listing tends to convert more of the people who already find you, not a guaranteed result.

These scenarios are illustrative. They describe changes in published profile strength, not guaranteed enquiries, bookings, or revenue.



## Executive Recommendation

The short version, for whoever signs off on the work.

### OVERALL PROFILE GRADE



**30 -> 77**

Score today, and after this plan

**Time required: 3 hr 20 min total**

- 1 Add "Savoury bakes" to your profile services**
- 2 Add "Custom cakes" to your profile services**
- 3 Add "Gift hampers" to your profile services**

### IN SHORT

Everything in this report is inside your own Google Business Profile. No advertising spend is involved.