

Google Business Profile Audit: Doxa Cleaning (Updated)

◆ Business Summary

- Business Name: Doxa Cleaning
- Location: Gilbert, AZ — claims to serve the entire Arizona Valley
- Phone: (480) 222-1234
- Website: doxacleaning.com
- Email: az@doxacleaning.com
- Owner Contact: Branson Heywood (unverified)

GBP SEO & Optimization Review

Area	Status	Notes
Title Tag	✗ Unoptimized	No location keywords. Doesn't help with local ranking.
Meta Description	✗ Missing	No custom meta description for homepage or location-specific terms.

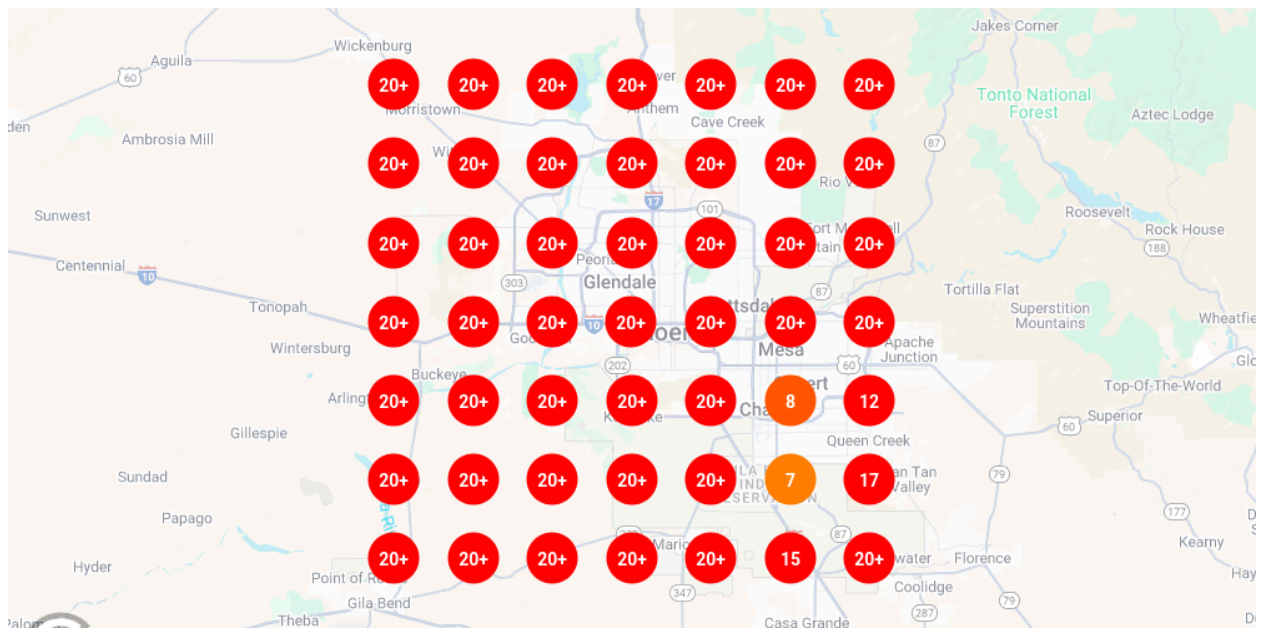
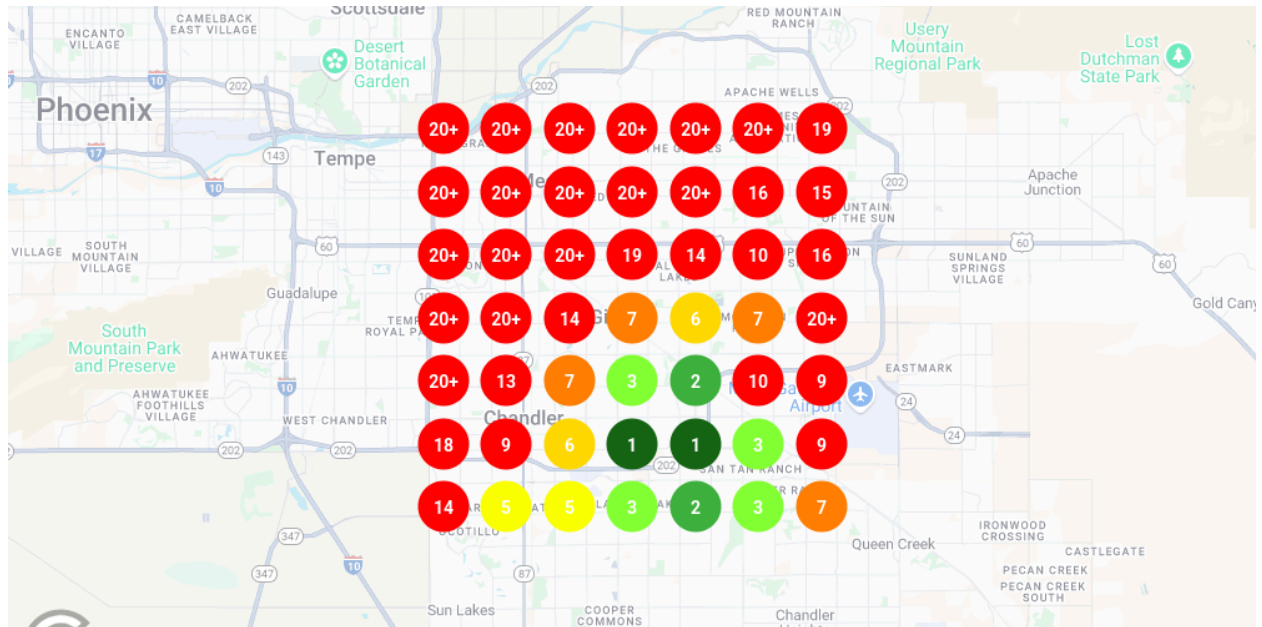
Service Descriptions	✗ Blank	No supporting info for each service category (power washing, windows, etc).
Products Section	✗ Not used	Missing completely. Should list bundled service packages.
Q&A Section	✗ Empty	No engagement here—zero seeded or answered questions.
GBP Posts	✗ None	No posting activity. Hurts engagement and freshness signals.
Photos	✓ Strong	Good use of before/after visuals showing real jobs.
Reviews	✓ Strong	108 reviews, 5.0 avg. mix of Queen Creek, Chandler, and East Valley clients.
Hours	✓ Clear	Mon–Sat hours listed.

Missing Local SEO Foundations

SEO Element	Status	Details
Citations/NAP Listings	✗ None found	No listings on Yelp, Angi, Nextdoor, Porch, Thumbtack, Houzz, Bing Places, or MapQuest
Yelp Business Page	✗ Not Found	No Yelp listing indexed or claimed. Major trust gap.
BBB Listing	✗ Not Found	Not registered with Better Business Bureau.
Local Chamber Memberships	✗ None listed	Missed opportunity for backlinks and credibility.
Directory SEO Signals	✗ Missing	No citations from typical aggregators (Foursquare, Hotfrog, etc.)
Structured Data (Schema)	✗ Missing	No LocalBusiness schema markup on website.
Location Pages	✗ Missing	No content targeting Chandler, Queen Creek, Mesa, etc.

✓ Recommended Action Plan (Expanded)

Priority	Task	Reason
★★★★★	Submit to Key Citation Sites	Yelp, Angi, BBB, MapQuest, Nextdoor, Porch, Hotfrog, Manta, etc.
★★★★★	Claim Yelp Page	Yelp ranks high for “best pressure washing in Gilbert.”
★★★★	Join Local AZ Directories	E.g. Local First Arizona, Gilbert Chamber, Arizona Business Directory
★★★★	Add Service Descriptions in GBP	Boosts topical relevance and UX
★★★★	Add Service Area Pages to Site	E.g. /window-cleaning-chandler, /power-washing-queen-creek
★★★	Add Q&A + GBP Posts Weekly	Use keyword-focused Qs. Publish at least 2x/month.
★★	Get Listed on Bing Places	Easy, often overlooked GBP-style property



This audit was created by Sandra at Local SEO Today on July 28 2025

To learn more or book a free consultation, visit:

<https://www.LocalSEOToday.com>