

Google Business Profile audit

SAMPLE: a busy tapas bar in Málaga (name hidden) · Málaga, Spain

Generated 2026-10-19 · based on public listing data and the latest 60 reviews

Metric	Value
Profile completeness	66/100
Rating / total reviews	4.1 / 20994
Owner reply rate (latest reviews)	0%
Replied 1-3 star reviews	0/14
Photos on profile	29443
Categories	Restaurant, Andalusian restaurant, Bar, Cocktail bar, Spanish restaurant, Tapas bar, Winer
Review languages (latest)	en 16, unknown 16, es 12, it 5, de 4, nl 2

Completeness checklist

- ✗ Write a 600-750 character description
- ✓ Link a website or online menu page
- ✓ Add a phone number
- ✓ Add complete opening hours (incl. holidays)
- ✗ Add a menu link
- ✓ Add a reservation link
- ✗ Set a price range
- ✓ Add secondary categories
- ✓ Upload at least 20 fresh photos
- ✗ Post an update every 2 weeks
- ✗ Fill in attributes
- ✓ Claim and verify the profile

Top complaint themes

Staff attitude: 6 negative reviews

"So ein schönes Lokal, aber leider steigt den Kellnern die Berühmtheit zu Kopf. Die Karte war auch nicht mehr die, die wir vor ein paar Jahren vorgefunden haben. Schade, ich kann es nicht mehr empfehlen!..."

Service: 5 negative reviews

"To be honest it's overrated service is slow, food was average at best and it was expensive compared to what Malaga has to offer I know I'm not coming back here. I've eaten much better for less \$\$\$\$. Plus the location was ..."

Wait time: 4 negative reviews

"Nous avons atterri dans ce restaurant A2 le midi en suivant les avis Google la nourriture est très bonne conforme à ce que l'on attend l'attente pour avoir une table est très raisonnable seul problème qu'on a eu c'est un..."

Noise / atmosphere: 3 negative reviews

"Wat een teleurstellend bezoek was dit. We zijn niet aan het eten toegekomen. We hadden een reservering gemaakt voor binnen maar we werden buiten aan een vieze tafel gezet. Teleurgesteld maar kom op, we gaan er wat van ma..."

Cleanliness: 2 negative reviews

"A famous name, but arrogant service and a very disappointing experience We had a confirmed reservation for two at 8:00 PM and were really looking forward to dining at the famous El Pimpi in Málaga. When making the rese..."

10 prioritized fixes

1. Reply to every negative review

Only 0 of 14 recent 1-3 star reviews have a reply. Reply within 48 h, in the guest's language.

2. Write a 600-750 character description

Mention cuisine, signature dishes, neighbourhood and who it is for, in Spanish and English.

3. Tackle a top complaint: Staff attitude

6 recent negative reviews mention it. Fix the root cause and say so in your replies.

4. Tackle a top complaint: Service

5 recent negative reviews mention it. Fix the root cause and say so in your replies.

5. Make the profile ready for foreign guests

53% of recent reviews are not in Spanish. Use a bilingual description and a multilingual menu with allergens.

6. Tackle a top complaint: Wait time

4 recent negative reviews mention it. Fix the root cause and say so in your replies.

7. Add a menu link

Guests compare menus before choosing. Link a menu page (ideally multilingual, with allergens).

8. Reply to positive reviews too

Reply rate on the latest 60 reviews: 0%. A short thank-you is enough.

9. Post an update every 2 weeks

Offers, menu of the day, events. Shows the business is active.

10. Fill in attributes

Terrace, vegetarian options, card payments, accessibility, kid-friendly, etc.

Method: public Google Maps listing data collected via Apify (no reviewer personal data). Complaint themes and description quality scored by TypeSafe Jev AI; check the quotes yourself. Not affiliated with Google. Reply within 7 days for one free clarification.