

Viabe Pulse

## Your shop

Mumbai

Checked on 2 Oct 2026.

We checked you as a bakery and cake shop.

We read your speciality as Bakery & Patisserie.

We read this from your Google listing.

4 Good · 3 Needs work · 3 Could not check

## Your score card

The answer comes first.

? Could not check

### Can people find you on Google Maps?

You were not open yet when we checked. We will not judge Maps on that.

For 'bakery' you were 1st from your own door.

[More in part 5.](#)

✓ Good

### Do you show up when people search on Google?

We could read 3 of 4 searches for what you sell. The top map results showed you for all 3 we could read.

[More in part 6.](#)

▲ Needs work

**Do ChatGPT and other AI apps name your place?**

ChatGPT named you but Gemini and Claude did not.

1 time out of 12 answers.

Fix: [step 2](#) · [More in part 7.](#)

▲ Needs work

**Are you listed where customers look?**

The phone number on Magicpin is not the one on Google.

[More in part 1.](#)

? Could not check

**Is your website working?**

We could not open your website this time.

[More in part 3.](#)

✓ Good

**How is your rating?**

Your rating is 4.7 stars.

Only 1 of the 5 places near you is higher.

[More in part 2.](#)

✓ Good

**How many reviews do you have?**

You have about 800 reviews.

Only 1 of the 5 places near you has more.

[More in part 2.](#)

### ▲ Needs work

#### What do your customers say?

People complain about 'service' and 'staff behaviour'.

Each is in 2 of about 40 reviews with words.

Fix: [step 2](#) · [More in part 8.](#)

### ✓ Good

#### Does your Google listing show enough?

Yes. We found no gap against the places near you.

It also shows dine-in. Only 1 of the 5 places near you does.

[More in part 4.](#)

### ? Could not check

#### Are the places near you doing anything new?

We could check only 2 of the 5 places near you.

We found nothing new there.

[More in part 9.](#)

## Do this first

1. Check which phone number is right. Fix any listing that shows the wrong one.

**When done:** Open both listings. Check that they show the right number.

## Then do these

2. Read these reviews. Fix what they describe. Reply to each one on Google.

## What to watch

- 'Nearby business A' opens earlier than you on every day.
- 'Nearby business B' opens earlier than you on every day.
- The miss was the whole-city search, 'bakery and cake shop in Mumbai'.

The last part is called About this report. You can skip it.

### PART 1

▲ Needs work

## Are you listed where customers look?

**The phone number on Magicpin is not the one on Google.**

**Make all your listings show the right phone number.**

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We could not check Facebook and X this time. You may still be on them.

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### **Your Google listing**

You are listed.

Your listing has 10 or more photos.

Your listing shows the phone number [phone removed].

Google shows your prices as ₹200–400.

[Open on Google Maps](#)

### **Zomato**

You are listed.

The address is the same as on Google.

We could not read Zomato's phone.

Matches your Google pin.

Price for two: ₹200.

Other places near you: ₹200 to ₹600.

[Open the page](#)

### **Swiggy**

You are listed.

The address is the same as on Google.

We could not read Swiggy's phone.

[Open the page](#)

### **Magicpin**

You are listed.

The phone number is not the one on Google.

This one shows [phone removed].

[Open the page](#)

## Instagram

You are listed.

@yourshop

About 4,200 followers

last post 29 Sep

[Open the page](#)

## Facebook

We could not check.

We could not tell which profile is yours.

PART 2

✓ Good

## How do you compare with places near you?

**Your rating is 4.7 stars. Only 1 of the 5 places near you is higher.**

You have about 800 reviews. Only 1 of the 5 places near you has more.

We compared you with 5 places near you. The farthest is 900 m away.

### Places by rating

Of the 5 places we compared, 1 is rated higher.

| Place                      | Rating | Reviews |
|----------------------------|--------|---------|
| Nearby business E (Bakery) | 5.0    | Over 50 |

| Place                         | Rating | Reviews        |
|-------------------------------|--------|----------------|
| You                           | 4.7    | About 800      |
| Nearby business C<br>(Bakery) | 4.3    | About 700      |
| Nearby business B             | 4.2    | About<br>2,600 |
| Nearby business D<br>(Bakery) | 4.2    | About 300      |
| Nearby business A             | 3.4    | About 90       |

### Side by side

| Place                            | Rating | Reviews        | Price        | Zomato,<br>for two |
|----------------------------------|--------|----------------|--------------|--------------------|
| You                              | 4.7    | About<br>800   | ₹200<br>–400 | ₹200               |
| Nearby<br>business<br>A          | 3.4    | About<br>90    | ₹400<br>–600 | ₹600               |
| Nearby<br>business<br>B          | 4.2    | About<br>2,600 | ₹50–<br>200  | ₹200               |
| Nearby<br>business<br>C (Bakery) | 4.3    | About<br>700   | ₹200<br>–400 | ₹500               |
| Nearby<br>business<br>D (Bakery) | 4.2    | About<br>300   | ₹50–<br>200  | No info            |
| Nearby<br>business E<br>(Bakery) | 5.0    | Over 50        | ₹2,00<br>0+  | No info            |

The words in brackets are Google's name for each kind of place.

## Opening hours

4 of the 5 places open earlier than you on some days: 'Nearby business A'; 'Nearby business B'; 'Nearby business D'; 'Nearby business C'.

'Nearby business A' opens earlier than you on every day.

'Nearby business B' opens earlier than you on every day.

'Nearby business D' opens earlier than you on every day.

'Nearby business C' opens earlier than you on every day.

## Is your website working?

**We could not open your website this time.**

## Does your Google listing show enough?

**Yes. We found no gap against the places near you.**

It also shows dine-in. Only 1 of the 5 places near you does.

A gap is a thing over half show and you lack.

You also show these. Each line counts the places near you.

- **a website link:** 3 of the 5 places show it.
- **a phone number:** 4 of the 5 places show it.
- **photos:** 5 of the 5 places show it.
- **delivery:** 5 of the 5 places show it.
- **takeaway:** 5 of the 5 places show it.

## Can people find you on Google Maps?

**You were not open yet when we checked. We will not judge Maps on that.**

For 'bakery' you were 1st from your own door.

For 'bakery & patisserie' you were 1st from your own door.

We searched for 'bakery' and 'bakery & patisserie' from 13 points around your place.

One was your own door. The rest were north, south, east and west. We did this at 500 m, 1 km and 2 km.

### For 'bakery'

- **At 500 m:** Maps showed you from the north, south and west. People east of you did not see you.
- **At 1 km:** Maps showed you from the north and south. People east and west of you did not see you.
- **At 2 km:** People around you did not see you in Maps results.

We checked 3 of the 5 places we compared at 500 m. They were seen from all 4 sides.

### Who else Maps showed

- **At 500 m:** 9 places. 'Nearby business A', 'Nearby business B' and 'Nearby business D', from all 4 sides. 1 place whose trade we could not tell. 5 more places.

- **At 1 km:** 6 places. 'Nearby business B' and 'Nearby business D', from all 4 sides. 'Nearby business 17', from 2 sides. 3 more places.
- **At 2 km:** 'Nearby business B' and 'Nearby business D', from 3 sides.

From your own door, Maps showed 20 places for 'bakery'.

You were 1st.

### For 'bakery & patisserie'

- **At 500 m:** Maps showed you from the north, south and west. People east of you did not see you.
- **At 1 km:** Maps showed you from the north and south. People east and west of you did not see you.
- **At 2 km:** People around you did not see you in Maps results.

### Who else Maps showed

- **At 500 m:** 6 places. 'Nearby business B' and 'Nearby business D', from all 4 sides. 'Nearby business 18', from 2 sides. 1 place whose trade we could not tell. 2 more places, from 1 side.
- **At 1 km:** 'Nearby business D', from all 4 sides. 'Nearby business B', from 3 sides.
- **At 2 km:** 'Nearby business B' and 'Nearby business D', from 2 sides.

From your own door, Maps showed 20 places for 'bakery & patisserie'.

You were 1st.

## Do you show up when people search on Google?

**We could read 3 of 4 searches for what you sell. The top map results showed you for all 3 we could read.**

We could not read 1 search. It did not come back this time.

We did not see you in the whole-city search, 'bakery and cake shop in Mumbai'. It does not change the answer.

### A search for your name

Google showed your listing for 'Your shop Mumbai', but not your website.

### Searches for what you sell

| Search                                                          | Where you were                    |
|-----------------------------------------------------------------|-----------------------------------|
| 'bakery and cake shop Mumbai'                                   | 3rd on the map, on page one       |
| 'bakery and cake shop near me'                                  | Did not come back                 |
| 'best bakery and cake shop Mumbai'                              | 2nd on the map, on page one       |
| 'popular bakery and cake shop Mumbai'                           | 2nd on the map, on page one       |
| 'bakery and cake shop in Mumbai' (whole city, not in the count) | Not seen. We could name 3 places. |

## Who else showed up

- **'bakery and cake shop in Mumbai'** We could name 'Nearby business B', 'Nearby business D' and 'Nearby business C'.
- **'bakery and cake shop Mumbai'** Google's page one also showed 'Nearby business B' and 'Nearby business D'.
- **'best bakery and cake shop Mumbai'** Google's page one also showed 'Nearby business C'. It also showed 1 place that is not like yours.
- **'popular bakery and cake shop Mumbai'** Google's page one also showed 'Nearby business B'. It also showed 1 place that is not like yours.

PART 7

▲ Needs work

## Do ChatGPT and other AI apps name your place?

**ChatGPT named you but Gemini and Claude did not.**

AI apps draw on reviews, listings and sites. Step 2 under 'Then do these' may help here. We cannot promise it will change the answer.

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1 time out of 12 answers.

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We asked ChatGPT, Gemini and Claude 4 questions on 1 Oct 2026.

## Question by question

### **"What is the best bakery in Mumbai?"**

0 of 3 answers named you.

They named these instead of you.

1 of 3 answers named Nearby business B.

1 of 3 answers named Nearby business C.

### **"[Removed from this sample: it named a business.]"**

0 of 3 answers named you.

They named these instead of you.

1 of 3 answers named Nearby business B.

### **"Best bakery & patisserie in Mumbai"**

0 of 3 answers named you.

They named these instead of you.

2 of 3 answers named Nearby business C.

### **"Which bakery in Mumbai does home delivery?"**

1 of 3 answers named you.

ChatGPT named you but Gemini and Claude did not.

They named these instead of you.

2 of 3 answers named Nearby business D.

## What do your customers say?

**People complain about ‘service’ and ‘staff behaviour’.**

Read these reviews. Fix what they describe. Reply to each one on Google. Step 2 (reviews) is under ‘Then do these’.

Each is in 2 of about 40 reviews with words.

We could read only some of the reviews from that time.

We could not tell if 2 other themes are praise or complaints.

We read under 500 of the newest reviews. About 40 had words.

### **Service**

People complain about this in 2 of about 40 reviews with words.

“[In your report, a customer's own words appear here.]”

Posted 15 Sep 2026.

### **Staff Behaviour**

People complain about this in 2 of about 40 reviews with words.

Read these on your Google listing.

### **Ambience**

People praise this in 6 of about 40 reviews with words.

Read these on your Google listing.

### **Staff Behaviour**

People praise this in 3 of about 40 reviews with words.

Read these on your Google listing.

### **Quality of Food**

18 of about 40 reviews with words mention this.

Read these on your Google listing.

### **Charges**

4 of about 40 reviews with words mention this.

Read these on your Google listing.

PART 9

? Could not check

## **Are the places near you doing anything new?**

**We could check only 2 of the 5 places near you.**

We found nothing new there.

## **About this report**

You can skip this part. It tells you what this report is and how we made it.

### **This report is about one address**

This report is about this address only. It is not about your other places.

## **What this report is**

This report shows how your place looks from outside.

That is what customers, Google, Maps and AI apps can see about your place today.

We show what we found. We tell you what to fix first. You decide what to do.

It does not show your sales, your costs or how many people walk in.

AI answers come from AI tools. They do not come from people.

Use it as a quick check. It is not a promise of what will happen.

## **This is your first report**

This is your first Pulse report.

If you get another one, we will compare it with this one.

## **Places we checked**

We checked the places where a customer may look for your place.

Not listed means we looked and did not find you.

Could not check means we could not look. You may still be there.

## **How we picked the places we compared**

Few places of your exact kind had enough reviews. So we added the nearest similar places.

Each has enough reviews to compare.

## **Ratings and reviews**

We compare a rating only when it rests on 10 or more reviews.

A rating from fewer reviews can mislead, so we show it and do not rank it.

A tie is not counted as higher.

## **Empty boxes**

No info means the listing does not show it, or we could not read it.

## **Your website check**

Our own check tried to open your website on 2 Oct 2026. It did not open.

## **Your Google listing**

We compared your listing with the places near you.

A listing shows only what its owner filled in.

A missing item may still be true for your place.

## **Maps results change**

Where you show up on Maps changes during the day.

We checked at 7:36 am India time on 1 Oct 2026.

We searched from the points around your place.

We check again each time we make a report.

## **Google searches**

We searched Google the way a customer would. We checked the first results.

Some results are ads or directories. We counted only places we could tie to a business.

Where you show up changes during the day. We checked on 1 Oct 2026.

## How we asked AI apps

We asked ChatGPT, Gemini and Claude what a customer would ask.

We asked on 1 Oct 2026.

AI answers can change from one day to the next.

Counts use the answers we got, not the times we asked.

Next time we ask the same questions. Then you can compare.

## Reviews

A review shows the day it was posted.

That is not the day of the visit.

## Offers of the places near you

We looked at the public pages of the places near you.

We name a change only for the nearest place like yours.

## Where our facts came from

| Part | Where it came from                                   | Date       |
|------|------------------------------------------------------|------------|
| 1    | Google, and the web page of each place we could read | 1 Oct 2026 |
| 2    | Google Maps listings, from Google                    | 1 Oct 2026 |
| 3    | Your website. Our own check could not open it.       | 2 Oct 2026 |
| 4    | Google Maps listings, from Google                    | 2 Oct 2026 |
| 5    | Google Maps, through a data company we pay           | 1 Oct 2026 |

| Part | Where it came from                                   | Date       |
|------|------------------------------------------------------|------------|
| 6    | Google search results, through a data company we pay | 1 Oct 2026 |
| 7    | ChatGPT, Gemini and Claude, asked by us              | 1 Oct 2026 |
| 8    | Google reviews, through a data company we pay        | 2 Oct 2026 |
| 9    | Checked on the web                                   | 1 Oct 2026 |

# Our quality check

✓ Passed

2 Oct 2026

Check ID: VP-R32G8-AGKXQ

|                      |   |
|----------------------|---|
| Design               | 9 |
| Easy to read         | 8 |
| Correct and specific | 8 |
| Useful for you       | 8 |

## Refunds and revised reports

- Every report goes through our quality check before we send it.
- If your report has not reached you within 24 hours of payment, you get a full refund.
- If you find something wrong in your report, such as a wrong fact about your business, a business that is not in your trade, or a wrong number, tell us within 7 days using the feedback link. We will check it. If it is wrong and we can fix it, we will send you a revised report. If we cannot fix it, we will refund you in full.
- We do not give a refund for a report that passed our quality check and has nothing wrong in it. That includes a report that found little to fix: a healthy listing is a good result.
- One revised report per order.

Something wrong in your report? Tell us here:

Open the feedback page: <https://viabe.ai/in/pulse/feedback>

Not your business. Lettered places are the ones we compared. Numbered places are others Google or AI apps showed. The search words are examples.