Sample report — names removed.

Viabe Pulse

Your shop

Indore

Checked on 2 Oct 2026.

We checked you as a stationery shop.

6 Good · **4** Needs work

Your score card

The answer comes first.

✓ Good

Can people find you on Google Maps?

Maps showed you from all 4 sides at each distance we checked.

From your own door you were 1st.

More in part 5.

✓ Good

Do you show up when people search on Google?

We ran 2 searches as a customer standing near your shop. The top map results showed you for both searches.

More in part 6.

▲ Needs work

Do ChatGPT and other AI apps name your shop?

ChatGPT and Gemini named you but Claude did not.

5 times out of 12 answers.

Fix: steps 1 and 2 · More in part 7.

▲ Needs work

Are you listed where customers look?

We did not find your shop on Flipkart.

More in part 1.

▲ Needs work

Does your shop have a website?

We could not find a website for your shop.

Your Google listing shows no website.

Fix: step 2 · More in part 3.

✓ Good

How is your rating?

Your rating is 4.3 stars.

Only 2 of the 5 shops near you are higher.

1 shop has the same rating as you.

More in part 2.

✓ Good

How many reviews do you have?

You have about 200 reviews.

Only 2 of the 5 shops near you have more.

More in part 2.

▲ Needs work

What do your customers say?

Only 1 of your reviews from the last 90 days has words. That is too few to judge.

We read one review.

More in part 8.

✓ Good

Does your Google listing show enough?

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

More in part 4.

✓ Good

Are the shops near you doing anything new?

We checked the offers of the shops nearest to you. We found nothing new.

More in part 9.

Do this first

1. Reply today to your one new review.

2. Do you have a website? Check that your Google listing links to it.
   When done: If you have a website, open the link on your listing. Check that it opens the right site.

How to be found in more places

3. List your shop on Flipkart. We looked there and did not find you.

What to watch

- ‘Nearby business A’ is rated 4.7 with about 1,600 reviews. You are 4.3 with about 200.
- ‘Nearby business A’ closes later than you on every day.
- ‘Nearby business D’ closes later than you on every day.

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

PART 1

▲ Needs work

Are you listed where customers look?

We did not find your shop on Flipkart.

If customers look on Flipkart, add your shop there.

We could not check Instagram, Amazon, X and LinkedIn this time. You may still be on them.

We found your page on Meesho. We could not read it this time.

Your Google listing

You are listed.

Your listing has 10 or more photos.

Your listing shows the phone number [phone removed].

Open on Google Maps

JustDial

You are listed.

Open the page

Flipkart

We searched for your shop there and found no store page.

Meesho

We could not check.

We found your seller page there. We found no store page in a search.

Instagram

We could not check.

We could not tell which profile is yours.

Facebook

You are listed.

@yourshop

About 70 followers

Open the page

Your seller pages

Meesho

We found your page. We could not read it this time.

Open the page

We looked for these pages on 1 Oct 2026.

PART 2

✓ Good

How do you compare with shops near you?

Your rating is 4.3 stars. Only 2 of the 5 shops near you are higher. 1 shop has the same rating as you.

You have about 200 reviews. Only 2 of the 5 shops near you have more.

We compared you with 5 shops near you. The farthest is 1 km away.

Shops by rating

Of the 5 shops we compared, 2 are rated higher. 1 shop has the same rating as you.

Shop	Rating	Reviews
Nearby business A	4.7	About 1,600
Nearby business D	4.5	About 200
Nearby business B	4.3	About 300
You	4.3	About 200
Nearby business E	3.9	About 100
Nearby business C	3.8	About 200

Side by side

Shop	Rating	Reviews	Photos
You	4.3	About 200	10+
Nearby business A	4.7	About 1,600	10+

Shop	Rating	Reviews	Photos
Nearby business B	4.3	About 300	4
Nearby business C	3.8	About 200	4
Nearby business D	4.5	About 200	10+
Nearby business E	3.9	About 100	10+

Opening hours

2 of the 5 shops close later than you on some days: ‘Nearby business A’; ‘Nearby business D’.

2 of the 5 shops open earlier than you on some days: ‘Nearby business A’; ‘Nearby business D’.

‘Nearby business A’ closes later than you on every day.

It opens earlier on Sunday.

‘Nearby business D’ closes later than you on every day.

It opens earlier on Sunday.

PART 3

▲ Needs work

Does your shop have a website?

We could not find a website for your shop.

If you have a website, add it to your Google listing. If you do not, put up a simple one-page site. Show your address, hours and

phone. Step 2 (website) is under ‘Do this first’.

Your Google listing shows no website.

PART 4

✓ Good

Does your Google listing show enough?

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

A gap is a thing over half show and you lack.
You and all 5 shops near you show:
a phone number, photos, delivery.

PART 5

✓ Good

Can people find you on Google Maps?

Maps showed you from all 4 sides at each distance we checked.

From your own door you were 1st.

We searched for ‘stationery shop’ from 13 points around your shop.

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

- **At 500 m:** Maps showed you from all 4 sides.
- **At 1 km:** Maps showed you from all 4 sides.
- **At 2 km:** Maps showed you from all 4 sides.

Who else Maps showed

- **At 500 m:** 18 shops. ‘Nearby business A’ and ‘Nearby business D’, from all 4 sides. ‘Nearby business B’, from 3 sides. 1 shop is not like yours. 1 shop whose trade we could not tell. 13 more shops.
- **At 1 km:** 14 shops. ‘Nearby business A’ and ‘Nearby business D’, from all 4 sides. ‘Nearby business B’, from 3 sides. 1 shop whose trade we could not tell. many more shops.
- **At 2 km:** 4 shops. ‘Nearby business D’, from all 4 sides. ‘Nearby business A’ and ‘Nearby business B’, from 2 sides. 1 more shop, from 1 side.

From your own door, Maps showed 20 places for ‘stationery shop’.

You were 1st.

PART 6

✓ Good

Do you show up when people search on Google?

We ran 2 searches as a customer standing near your shop. The top map results showed you for both searches.

We saw you in the whole-city search, ‘stationery shop in Indore’. It does not change the answer.

We had no website address for you. So we looked for your shop on the map.

A search for your name

Google showed your listing for ‘Your shop Indore’.

Searches for what you sell

Search	Where you were
‘stationery shop Indore’	1st on the map, on page one
‘best stationery shop Indore’	1st on the map, on page one
‘stationery shop in Indore’ (whole city, not in the count)	1st on the map, on page one

Who else showed up

- **‘stationery shop Indore’** Google's page one also showed ‘Nearby business D’ and ‘Nearby business C’.
- **‘best stationery shop Indore’** Google's page one also showed ‘Nearby business D’ and ‘Nearby business 5’.

- **‘stationery shop in Indore’** Google's page one also showed ‘Nearby business D’ and ‘Nearby business 25’.

PART 7

▲ Needs work

Do ChatGPT and other AI apps name your shop?

ChatGPT and Gemini named you but Claude did not.

AI apps draw on reviews, listings and sites. Steps 1 and 2 under ‘Do this first’ may help here. We cannot promise it will change the answer.

5 times out of 12 answers.

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

Question by question

“What is the best stationery shop in Indore?”

2 of 3 answers named you.

ChatGPT and Gemini named you but Claude did not.

“[Removed from this sample: it named a business.]”

1 of 3 answers named you.

Gemini named you but ChatGPT and Claude did not.

They named these instead of you.

1 of 3 answers named Nearby business D.

“Which stationery shop in Indore do people trust?”

1 of 3 answers named you.

Gemini named you but ChatGPT and Claude did not.

They named these instead of you.

1 of 3 answers named Nearby business A.

1 of 3 answers named Nearby business D.

“Which stationery shop in Indore does home delivery?”

1 of 3 answers named you.

Gemini named you but ChatGPT and Claude did not.

They named these instead of you.

1 of 3 answers named Nearby business B.

1 of 3 answers named Nearby business C.

1 of 3 answers named Nearby business D.

PART 8

▲ Needs work

What do your customers say?

Only 1 of your reviews from the last 90 days has words. That is too few to judge.

Ask happy customers to post a review on Google.

We read one review.

Only one review with words was posted in the last 90 days.

Reply today to your one new review.

Step 1 (reviews) is under ‘Do this first’.

PART 9

✓ Good

Are the shops near you doing anything new?

We checked the offers of the shops nearest to you. We found nothing new.

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 shops.

What this report is

This report shows how your shop looks from outside.

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

Not listed means we looked and did not find you.

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

The numbers come from the page itself. The link opens that page.

How we picked the shops we compared

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

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 Google listing

We compared your listing with the shops near you.

A listing shows only what its owner filled in.

A missing item may still be true for your shop.

Maps results change

Where you show up on Maps changes during the day.

We checked at 4:37 pm India time on 1 Oct 2026.

We searched from the points around your shop.

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 shops near you

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

We name a change only for the nearest shop 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	Google Maps listings, from Google	1 Oct 2026
4	Google Maps listings, from Google	2 Oct 2026
5	Google Maps, through a data company we pay	1 Oct 2026
6	Google search results, through a data company we pay	1 Oct 2026
7	ChatGPT, Gemini and Claude, asked by us	1 Oct 2026

Part	Where it came from	Date
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	8
Easy to read	8
Correct and specific	8
Useful for you	7

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.