Sample report — names removed.

Viabe Pulse

Your shop

Kolkata

Checked on 2 Oct 2026.

We checked you as a watch store.

5 Good · **5** Needs work

Your score card

The answer comes first.

✓ Good

Can people find you on Google Maps?

Maps showed you on 3 or more sides within 1 km.

From your own door you were 2nd.

More in part 5.

✓ Good

Do you show up when people search on Google?

We could read 1 of 2 searches for what you sell. The top map results showed you for it.

More in part 6.

✓ Good

Do ChatGPT and other AI apps name your shop?

Each of ChatGPT, Gemini and Claude named you at least once.

11 times out of 12 answers.

More in part 7.

▲ Needs work

Are you listed where customers look?

We did not find your shop on Amazon and Flipkart.

More in part 1.

▲ Needs work

Is your website working?

Your website opens. But 4 things are hurting it.

Fix: steps 1 and 2 · More in part 3.

▲ Needs work

How is your rating?

Your rating is 4.2 stars.

2 of the 3 shops near you are higher.

Fix: step 4 · More in part 2.

▲ Needs work

How many reviews do you have?

You have about 1,400 reviews.

2 of the 3 shops near you have more.

Fix: step 4 · More in part 2.

▲ Needs work

What do your customers say?

3 things tie for the most complaints: ‘charges’, ‘service quality’ and ‘staff behaviour’.

Each is in 2 of the 8 reviews with words.

More in part 8.

✓ Good

Does your Google listing show enough?

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

It also shows a website link. None of the 3 shops near you do.

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. Ask whoever runs your website to make the page load faster.
2. From our read of your website: “Confirm the outlet's actual hours, then show the same hours on your outlet's page and your Google listing.”
3. From our read of your website: “Confirm the right number for this outlet, label it clearly as the showroom or outlet phone, and align it with your Google listing.”

How to be found in more places

4. Ask each happy customer for a Google review.

Then do these

5. Reply to 13 reviews from the last 90 days with no reply. Start with the 5 that gave 1 to 3 stars.

More fixes for your listings are in part 1.

What to watch

- ‘Nearby business A’ is rated 4.3 with about 2,200 reviews. You are 4.2 with about 1,400.
- ‘Nearby business A’ closes later than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.
- ‘Nearby business B’ closes later than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

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 Amazon and Flipkart.

If customers look on Amazon and Flipkart, add your shop there.

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

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

Amazon

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

Flipkart

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

Instagram

We could not check.

We could not tell which profile is yours.

Facebook

You are listed.

@yourshop

About 600 followers

Open the page

PART 2

▲ Needs work

How do you compare with shops near you?

Your rating is 4.2 stars. 2 of the 3 shops near you are higher.

Step 4 under ‘How to be found in more places’ may help here. It is about your reviews.

You have about 1,400 reviews. 2 of the 3 shops near you have more.

We compared you with 3 shops near you. The farthest is 300 m away.

Shops by rating

Of the 3 shops we compared, 2 are rated higher.

Shop	Rating	Reviews
Nearby business A	4.3	About 2,200
Nearby business B	4.3	About 1,600
You	4.2	About 1,400
Nearby business C	3.7	About 80

Side by side

Shop	Rating	Reviews	Photos
You	4.2	About 1,400	10+
Nearby business A	4.3	About 2,200	10+
Nearby business B	4.3	About 1,600	10+
Nearby business C	3.7	About 80	9

Opening hours

All 3 shops close later than you on some days: ‘Nearby business C’; ‘Nearby business B’; ‘Nearby business A’.

‘Nearby business C’ closes later than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

‘Nearby business B’ closes later than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

‘Nearby business A’ closes later than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

You are closed on Sunday. 1 of the 3 shops near you is open then: ‘Nearby business C’.

PART 3

▲ Needs work

Is your website working?

Your website opens. But 4 things are hurting it.

Start with the first item below. Step 1 (speed) and step 2 (website) are under ‘Do this first’.

We opened your site on 2 Oct 2026.

Your Google listing links to your website.

Your website has no link to your Google listing.

People read your reviews and hours there.

Add a link to your Google listing on your page.

On a phone, your website takes 5.1 seconds to show.

People leave pages that make them wait.

Ask whoever runs your website to make the page load faster.

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

A customer who relies on your outlet's page may think the shop closes an hour earlier and miss a visit.

Confirm the outlet's actual hours, then show the same hours on your outlet's page and your Google listing.

The phone numbers on your outlet's page do not match the phone number on your Google listing.

Customers may call a number that does not reach the outlet or may not know which number to use for a shop visit.

Confirm the right number for this outlet, label it clearly as the showroom or outlet phone, and align it with your Google listing.

These work: a lock sign, a way to order or book, a WhatsApp link, a layout for phones and a page title.

Things you could add

Your outlet's page leaves out the building name and nearby landmarks shown in your Google listing.

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

Add the confirmed building name and useful nearby landmarks to your outlet's page.

PART 4

✓ Good

Does your Google listing show enough?

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

It also shows a website link. None of the 3 shops near you do.

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

What few shops near you show

- It also shows accessibility information. None of the 3 shops near you do.

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

- **a phone number:** 2 of the 3 shops show it.
- **photos:** 3 of the 3 shops show it.
- **delivery:** 3 of the 3 shops show it.

PART 5

✓ Good

Can people find you on Google Maps?

Maps showed you on 3 or more sides within 1 km.

From your own door you were 2nd.

People south of you did not see you at 1 km. At 2 km, people south of you did not see you.

We searched for ‘watch 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 the north, east and west. People south of you did not see you.
- **At 2 km:** Maps showed you from the north, east and west. People south of you did not see you.

We compared you with 3 shops. They were seen from all 4 sides at 500 m.

Who else Maps showed

- **At 500 m:** 16 shops. ‘Nearby business A’, ‘Nearby business B’ and ‘Nearby business C’, from all 4 sides. 1 shop is not like yours. 4 shops whose trade we could not tell. 8 more shops.
- **At 1 km:** 12 shops. ‘Nearby business A’, ‘Nearby business B’ and ‘Nearby business C’, from 3 sides. 1 shop is not like yours. 1 shop whose trade we could not tell. 7 more shops.
- **At 2 km:** 7 shops. ‘Nearby business A’ and ‘Nearby business B’, from 3 sides. ‘Nearby business C’, from 2 sides. 1 shop is not like yours. 1 shop whose trade we could not tell. 2 more shops, from 1 side.

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

You were 2nd.

PART 6

✓ Good

Do you show up when people search on Google?

We could read 1 of 2 searches for what you sell. The top map results showed you for it.

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

We saw you in the whole-city search, ‘watch store in Kolkata’. It does not change the answer.

A search for your name

Google showed your listing for ‘Your shop Kolkata’, but not your website.

Searches for what you sell

Search	Where you were
‘watch store Kolkata’	Did not come back
‘best watch store Kolkata’	3rd on the map, on page one
‘watch store in Kolkata’ (whole city, not in the count)	3rd on the map, on page one

Who else showed up

- **‘best watch store Kolkata’** Google's page one also showed ‘Nearby business B’ and ‘Nearby business A’.
- **‘watch store in Kolkata’** Google's page one also showed ‘Nearby business B’ and ‘Nearby business A’.

PART 7

✓ Good

Do ChatGPT and other AI apps name your shop?

Each of ChatGPT, Gemini and Claude named you at least once.

11 times out of 12 answers.

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

Question by question

“What is the best watch shop in Kolkata?”

3 of 3 answers named you.

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

3 of 3 answers named you.

“Which watch shop in Kolkata do people trust?”

3 of 3 answers named you.

“Which watch shop in Kolkata does home delivery?”

2 of 3 answers named you.

Gemini and Claude named you but ChatGPT did not.

The AI apps named 1 other place.

We could not check it.

PART 8

▲ Needs work

What do your customers say?

3 things tie for the most complaints: ‘charges’, ‘service quality’ and ‘staff behaviour’.

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

Each is in 2 of the 8 reviews with words.

1 of 14 reviews from the last 90 days has a reply.

Reply to 13 reviews from the last 90 days with no reply. Start with the 5 that gave 1 to 3 stars.

Step 5 (reviews) is under ‘Then do these’.

We read 14 reviews from the last 90 days. 8 had words.

Charges

People complain about this in 2 of the 8 reviews with words.

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

Posted 15 Sep 2026.

Service Quality

People complain about this in 2 of the 8 reviews with words.

Read these on your Google listing.

Staff Behaviour

People complain about this in 2 of the 8 reviews with words.

Read these on your Google listing.

Service Quality

People praise this in 2 of the 8 reviews with words.

Read these on your Google listing.

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.

How we picked the shops we compared

Few shops of your exact kind had enough reviews. So we compared 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 website check

We opened your website once, on 2 Oct 2026.

We read its first page. We did not read every page.

Google's speed test loads your website the way a phone does.

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 1:18 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	Your website, and Google's speed test	2 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	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.