

# "Why They Outrank You"

## COMPETITOR TEARDOWN WORKSHEET

A 10-point structured framework to compare your Google Business Profile against your top 3 local competitors — identify the exact gaps costing you visibility and patients.



### Built from 6 years of competitive GBP analysis

The same 10-point framework used to reach #1 on Google Maps in Abu Dhabi — without paid ads. Now documented so you can run the same teardown on your own competitors.

## HOW THIS WORKSHEET WORKS



### STEP 1 Find

Identify your top 3 Google Maps competitors using the guide on Page 3



### STEP 2 Compare

Score all 10 criteria on Pages 5–6 using ✓ / = / X



### STEP 3 Prioritise

Plot your gaps on the Impact vs Effort matrix on Page 7



### STEP 4 Act

Write your 90-day fix plan on Pages 9–10 and run the audit again in 90 days

## WHAT'S INSIDE — 11 PAGES

2 What this worksheet is for

3 How to find your top 3 competitors

4 Scoring scale + competitor profile

5–6 10-point comparison table

7–8 Gap prioritisation matrix + guidance

9–10 90-day action plan

11 Scoring reference card

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Laparoscopic Surgeon · Google Visibility Consultant · Doctor-Builder

★★★★★

650+ Reviews · #1 Maps

Abu Dhabi · No Paid Ads

# What This Worksheet Is For



Most doctors assume they're losing patients to competitors because of **reputation or clinical skill**. The data shows a different story — the gap is almost always structural. It's a profile problem, not a performance problem.

## This worksheet answers one question: why does your competitor rank above you?

Google's local ranking algorithm — the system that determines which practices appear in the Maps pack — rewards three factors: **relevance** (how well your profile matches what the patient searched for), **distance** (proximity to the searcher), and **prominence** (how established and active your digital presence appears). You cannot control distance. You can control everything else.

This worksheet compares your profile against the top 3 practices ranking above you on Google Maps across the 10 factors that most directly influence those rankings. For each factor, you record whether you lead, are tied, or are behind. The result is a precise, actionable gap map — not a general audit, but a competitor-specific teardown.

### WHEN TO RUN THIS WORKSHEET



#### Quarterly — as standard practice

Competitor profiles change. A practice that was behind you 6 months ago may now be ahead. The competitive landscape is not static.



#### When your ranking drops

If you notice fewer calls or direction requests from your GBP, run this worksheet before assuming the cause. The answer is usually visible in the comparison.



#### Before any new marketing spend

Running paid ads to a profile that ranks below competitors is inefficient. Fix the profile gaps first, then amplify with paid traffic.



#### After a major profile change

New location, new services, rebranding — any major change warrants a fresh teardown to ensure you haven't slipped on any comparison point.



### The most common finding across 50+ GBP audits

Practices ranking below competitors are almost never losing on all 10 criteria. They typically have **2 to 4 specific gaps** that, once closed, close most of the ranking gap. This worksheet identifies those 2 to 4 items precisely — so you don't spend time on factors that aren't the real problem.

⚠ Do not benchmark against the **most famous clinic in your city**. Benchmark against the practices appearing in the **top 3 Google Maps results for your specific search query**. Those are the ones taking your patients right now.

01

**Open Google Maps in an incognito / private browser window**

Using incognito removes your search history and location bias from results, giving you a closer approximation of what a new patient sees. Signed-in searches are personalised — they do not reflect organic ranking.

02

**Search your specialty + your city**

Use the exact phrase a patient would type: "**laparoscopic surgeon Abu Dhabi**", "**cardiologist Dubai**", "**orthopedic surgeon Houston**". Run 2–3 variations — patients search differently. Note whether your results change across search terms.

03

**Identify the top 3 results that are NOT your practice**

The practices in positions 1, 2, and 3 (or the first 3 that are not yours) are your benchmarks. Record their name, Google Maps URL, and current review count. These are the profiles you will compare against in the worksheet.

04

**Open each competitor profile and spend 3 minutes reviewing it**

Before scoring, get a general impression of each profile. Note anything that immediately stands out — unusually high review count, very active posting, a particularly well-written description. First impressions are data too.

05

**Record your 3 competitors on the profile sheet on the next page**

Fill in each competitor's name, their Google Maps URL, and their current review count before you begin scoring. This prevents data drift if you close tabs mid-audit.

**CHOOSING THE RIGHT COMPETITORS TO BENCHMARK****✓ GOOD BENCHMARKS**

Practices in your specialty, in your city, currently ranking above you. Practices of similar size and service scope. Practices that have been established for 1+ years.

**✗ POOR BENCHMARKS**

Hospital systems with 50+ doctors. Practices in a different city or suburb. Practices in a different specialty. Any practice that ranks far outside the local map pack.

# Scoring Scale & Competitor Profile

Complete the competitor profile fields below **before** you begin scoring on pages 5–6. Fill in this page and pages 5–6 in one sitting — switching between browser tabs mid-audit reduces accuracy.

## THE 3-LEVEL SCORING SCALE



### You Lead

Your profile is clearly stronger on this criterion than the competitor being compared



### Tied

Roughly equivalent — a meaningful gap is not visible on this criterion



### They Lead

The competitor is clearly stronger here — this is a gap to address

## YOUR PRACTICE DETAILS

PRACTICE / CLINIC NAME

SPECIALTY

*e.g. Laparoscopic Surgeon, Cardiologist*

DATE OF AUDIT

*Re-run every 90 days*

YOUR CURRENT REVIEW COUNT

YOUR AVERAGE RATING

YOUR GOOGLE MAPS URL

## YOUR 3 COMPETITORS

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

Practice Name

C1

C2

C3

Review Count




Avg Star Rating






Maps URL / Link

## Criteria 1–5: Reputation &amp; Profile Foundation

KEY:  You Lead  Tied  They Lead

Score vs each competitor separately (C1, C2, C3)

CRITERION & WHY IT MATTERS	VS C1	VS C2	VS C3	NOTES
<b>1. Review Count</b> Volume signals established patient trust to Google and new patients. More reviews = more ranking weight.	  	  	  	<hr/> <hr/> <hr/>
<b>2. Average Star Rating</b> Patients filter by rating. Below 4.5 stars, click-through rates drop significantly.	  	  	  	<hr/> <hr/> <hr/>
<b>3. Review Response Rate</b> Responding to reviews signals active management and builds patient trust. Most practices don't respond consistently.	  	  	  	<hr/> <hr/> <hr/>
<b>4. Primary Category Match</b> The single biggest ranking factor. The most specific category for your actual specialty wins over generic ones.	  	  	  	<hr/> <hr/> <hr/>
<b>5. Business Description Quality</b> 500+ characters with relevant keywords improves relevance signals. Compare depth, specificity, and keyword use.	  	  	  	<hr/> <hr/> <hr/>

CRITERIA 1–5 COMPLETE · CONTINUE ON NEXT PAGE →

## Criteria 6–10: Engagement &amp; Conversion

6–10

OF 10

KEY:  You Lead  Tied  They Lead

Circle the box that applies for each competitor

CRITERION & WHY IT MATTERS	VS C1	VS C2	VS C3	NOTES
<b>6. Photo Volume &amp; Quality</b> Profiles with more high-quality photos get 35–40% more clicks. Count total photos and assess quality vs competitor.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
<b>7. Booking Button / Direct Scheduling</b> The highest-value conversion feature. A direct booking link reduces patient friction by ~40% vs homepage routing.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
<b>8. Google Posts Activity</b> Recent posts signal active profile management. Check their last post date. 2+ posts per month vs irregular or none.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
<b>9. Profile Completeness</b> Attributes, Q&A answers, services section — each filled section adds relevance signals and patient-facing value.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>
<b>10. Overall Conversion Setup</b> Click-to-call visible, hours accurate, no broken links. Assess how easy it is for a patient to take action from their profile vs yours.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<hr/> <hr/> <hr/>

ALL 10 CRITERIA COMPLETE · PLOT YOUR GAPS ON PAGE 7 →

# Gap Prioritisation Matrix

✦ Take every criterion where you scored X (They Lead) and write it in the correct quadrant below. **Impact = effect on rankings and patient conversions.** **Effort = time and complexity to close the gap.** Classification guidance is on the next page.

← LOW IMPACT →	<p><b>● FIX TODAY</b></p> <p><b>High Impact · Low Effort</b></p> <p><i>Quick wins — start here</i></p> <hr/> <hr/> <hr/>	<p><b>● PLAN THIS MONTH</b></p> <p><b>High Impact · High Effort</b></p> <p><i>Strategic priorities — schedule them</i></p> <hr/> <hr/> <hr/>
	<p><b>◆ LOW PRIORITY</b></p> <p><b>Low Impact · Low Effort</b></p> <p><i>Do after the top two quadrants</i></p> <hr/> <hr/> <hr/>	<p><b>● DELEGATE OR DEFER</b></p> <p><b>Low Impact · High Effort</b></p> <p><i>Not worth your time right now</i></p> <hr/> <hr/> <hr/>
	LOW EFFORT →	← HIGH EFFORT



## Rule of thumb: fix the top-left quadrant first, always

Practices that try to close all gaps simultaneously close none. The top-left quadrant (High Impact · Low Effort) contains the 2–3 fixes that will move your ranking in the shortest time. See Page 8 for full classification guidance if you're unsure where a gap belongs.

# How to Classify Your Gaps

💡 Use this page alongside the matrix on Page 7. For each gap, ask two questions: **does fixing this move my ranking or conversion rate noticeably?** (Impact) and **can I complete this fix in under 2 hours?** (Effort). The intersection gives you the quadrant.

## ● FIX TODAY · HIGH IMPACT · LOW EFFORT

### What qualifies

Gaps you can close in under 2 hours that **directly affect ranking or patient conversion**. These are structural fixes, not creative work.

- › Adding or fixing a direct booking button
- › Updating primary category to a more specific match
- › Writing and uploading a 500+ character description
- › Enabling messaging and setting a response time
- › Answering 5 common Q&As in the profile

## ● PLAN THIS MONTH · HIGH IMPACT · HIGH EFFORT

### What qualifies

Gaps with **significant ranking or conversion impact** that require sustained effort, coordination, or time — not a one-hour fix.

- › Closing a large review count gap (30+ reviews behind)
- › Building a full photo library (professional shoot needed)
- › Establishing a consistent Google Posts cadence
- › Auditing and fixing NAP across 10+ directories
- › Setting up review response system and training staff

## ◆ LOW PRIORITY · LOW IMPACT · LOW EFFORT

### What qualifies

Minor gaps that are **easy to close but unlikely to move rankings** meaningfully. Do these after the top two quadrants are addressed.

- › Adding a menu or price list (cosmetic services only)
- › Adding 1–2 secondary categories you're missing
- › Adding UTM tracking to your website link
- › Minor photo additions (competitor has 22 photos, you have 18)

## ● DELEGATE OR DEFER · LOW IMPACT · HIGH EFFORT

### What qualifies

Gaps that **require significant work but won't move rankings** for your specific situation. Avoid spending time here when top quadrants have unresolved items.

- › Building a video library when photo gap is still open
- › Complex website redesign to improve GBP website link
- › Competitor analysis across 10+ competitors (unnecessary)
- › Pursuing duplicate listing removal for low-traffic profiles

### ⚠️ The most common prioritisation mistake doctors make

Fixing the **easiest gaps first** regardless of impact — then running out of time before addressing what actually moves rankings. The booking button gap (High Impact · Low Effort) takes 10 minutes to fix and can increase appointment conversions by 30–40%. The video gap (Low Impact · High Effort) takes weeks and moves ranking by a fraction. Always lead with the top-left quadrant.



Write your specific actions below — not categories, but **exact tasks**. "Fix booking button" is an action. "Improve conversions" is not. Days 1–30 focus exclusively on your top-left quadrant gaps from Page 7.

**This Week — Days 1–7**

Your top 2 High Impact · Low Effort gaps from the matrix

QUICK WINS

*These should be completable in 1–2 hours each. If an item here takes more than half a day, reclassify it to the Week 2–4 zone.*

1

Action + expected outcome

---

2

Action + expected outcome

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**Weeks 2–4 — Days 8–30**

High Impact · High Effort gaps requiring sustained work

STRATEGIC

*These require planning, possibly external help, or multiple sessions. Break each into sub-tasks. The goal is meaningful progress by day 30, not completion.*

1

Gap to close + first sub-task this week

---

2

Gap to close + first sub-task this week

---

3

Gap to close + first sub-task this week

---

**Day 30 Check-In**

Before moving to Month 2 — review what moved

REVIEW

Q

What ranking or conversion change have I noticed in GBP Insights?

---

Q

Which competitor gap has closed? Which is still open?

---



Month 2 is for **consolidating gains and building competitive advantages**. Month 3 shifts to positioning — ensuring you stay ahead of competitors who will update their profiles in response to falling behind.

### Month 2 — Days 31–60

Complete high-effort gaps and build new competitive advantages

BUILD

Finish any Week 2–4 tasks that are still in progress. Then focus on building leads — areas where you can move from "Tied" to "You Lead" across multiple criteria.

1 Carry-forward task from Month 1 + completion target

---

2 New competitive advantage to build this month

---

3 New competitive advantage to build this month

---

### Month 3 — Days 61–90

Competitive positioning and ranking consolidation

POSITION

By day 61, your profile should score ✓ (You Lead) on at least 7 of the 10 criteria. Month 3 is about maintaining that lead and identifying new competitive threats before they affect your ranking.

1 Criteria where I want to move from "Tied" to "Leading"

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2 Positioning goal: what should my profile look like vs competitors by day 90?

---

3 Any new competitors I need to monitor going forward?

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#### Re-run this worksheet on day 90



Competitors update their profiles. A gap that existed at the start of this cycle may be closed — or a new one may have opened. The worksheet takes 45 minutes to complete once you know the process.

Next audit:

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# 10-Criteria Scoring Reference Card



Keep this page open while scoring on pages 5–6. Each row describes what **clearly leading** looks like vs what **clearly behind** looks like — to keep your scoring consistent and objective across all three competitors.

#	CRITERION	✓ YOU LEAD — LOOKS LIKE THIS	✗ THEY LEAD — LOOKS LIKE THIS
1	Review Count	You have 20%+ more reviews than this competitor	Competitor has noticeably more reviews than you
2	Star Rating	Your rating is equal to or higher than theirs	Their rating exceeds yours by 0.2 stars or more
3	Response Rate	You respond to 80%+ of reviews; they respond to fewer	They respond consistently; you respond rarely or not at all
4	Primary Category	Your category is more specific to your actual specialty	Their category is more specific or better matched to patient searches
5	Description Quality	Your description is longer, more specific, and keyword-rich	Their description is noticeably more detailed or better written
6	Photo Volume & Quality	You have significantly more photos and they appear professional	They have more photos, or their photos are clearly higher quality
7	Booking Button	You have a direct booking link; they do not — or yours goes to booking page, theirs to homepage	They have a booking button and you don't, or theirs is more direct
8	Google Posts Activity	You have posted in the last 14 days; they haven't, or you post more frequently	They post regularly; your last post is over 30 days ago or missing
9	Profile Completeness	Your profile has more sections filled: services, Q&A, attributes, products	Their profile has clearly more filled-in sections and structured information
10	Conversion Setup	Your profile makes it easier to call, get directions, or book in fewer taps	Their profile has a cleaner, more accessible path to patient action



## The 3 criteria that most reliably predict local ranking position

Across GBP audits, criteria **1 (Review Count)**, **4 (Primary Category)**, and **7 (Booking Button / Conversion)** have the strongest and most consistent impact on Maps ranking position. If you score ✗ on any of these three, treat them as automatic top-priority regardless of where they land on the matrix.

# You've found the gaps. Now close them faster.

**650+**

FIVE-STAR REVIEWS

**#1**

MAPS · ABU DHABI

**6 yrs**

GBP SYSTEM ACTIVE

**0**

PAID ADS USED



## This worksheet tells you what's wrong. A Health Check tells you how to fix it.

The free GBP Health Check is a structured review of your entire Google profile — by a surgeon who built his own from zero to #1, without an agency. Every finding comes with a specific, prioritised fix recommendation.



## What the Health Check covers

All 7 categories from the GBP Scorecard: profile completeness, visual content, reviews and reputation, engagement and activity, NAP consistency, conversion optimisation, and competitive position — reviewed against your specific market and specialty.



## Most practices find 3–5 fixable gaps in the first 30 minutes

Gaps that have been invisible for months — wrong primary category, a missing booking link, a description that's 80 characters long when 500 would rank better. Structural issues. Each one fixable without paid advertising.



## Doctor-to-doctor — no agency pitch, no upsell pressure

This is peer-level advice from a practicing surgeon who built these systems for his own clinic first. You get findings you can act on immediately — whether or not you ever work with me further.

Ready for a professional read of your full profile?

**Request a Free GBP Health Check**

[www.systems.drjarshimitra.com](http://www.systems.drjarshimitra.com)

**Free · No obligation  
Doctor-to-doctor**