Your Google Business Profile reporting guide

Google Business Profile · Built with Datapipe

Start with the overview. Then open Search keywords or Reviews to see what is behind a change.

Explore the report

01 Overview
Impressions on Search and Maps, calls, website clicks and direction requests, compared with the previous period.

02 Search keywords
The searches that showed your location each month, with Google’s impression counts.

03 Reviews
New reviews with their star rating and reply status, and your current Google rating.

Use your own data

1 Add Google Business Profile in Datapipe.
Sign in with a Google account that owns or manages the profile, then choose the location.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Interactions add up calls, website clicks, direction requests, conversations, bookings, food orders and food menu clicks.

Google reports Business Profile performance a few days late, so the dashboard opens on the 28 days ending three days ago.

Search keywords cover complete months; Google shows keywords with few impressions as “Under 15” instead of a count.

Sample data · A dental practice’s Business Profile results from 16 August to 13 November 2026.

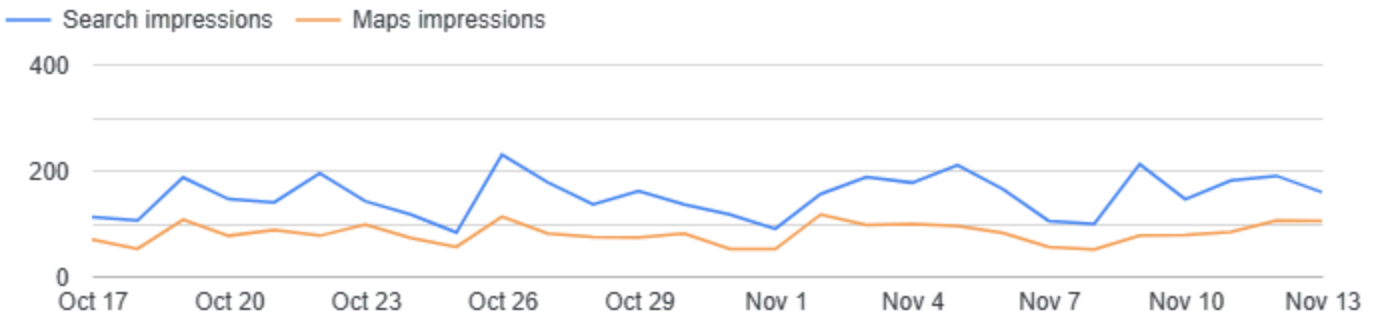
Local performance overview

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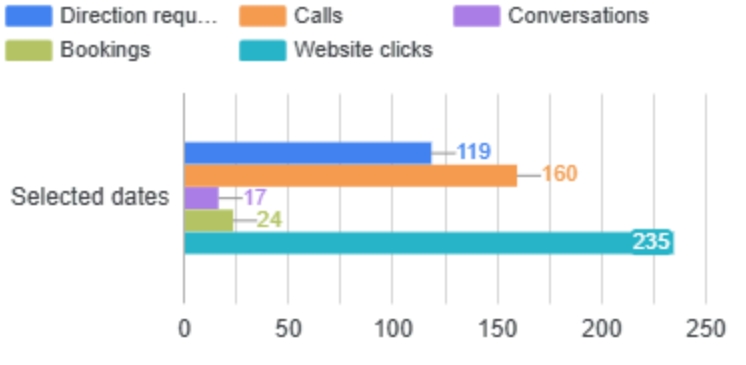
Oct 17, 2026 - Nov 13, 202

Business impressions	Calls	Website clicks	Direction requests
6,481	160	235	119
-0.1% vs previous period	-6.4% vs previous period	-4.9% vs previous period	-11.2% vs previous period

Impressions by day



Interactions by type



Daily results

Date	Impressions	Search	Maps	Calls	Website clicks	Direction requests
Nov 13, 2026	262	158	104	7	7	6
Nov 12, 2026	294	189	105	6	10	5
Nov 11, 2026	263	180	83	7	10	4
Nov 10, 2026	222	145	77	7	10	6
Nov 9, 2026	287	211	76	5	12	6
Nov 8, 2026	148	98	50	3	4	2
Nov 7, 2026	159	104	55	4	6	3
Nov 6, 2026	245	164	81	5	8	4
Nov 5, 2026	303	209	94	5	11	3
Nov 4, 2026	274	176	98	6	8	4

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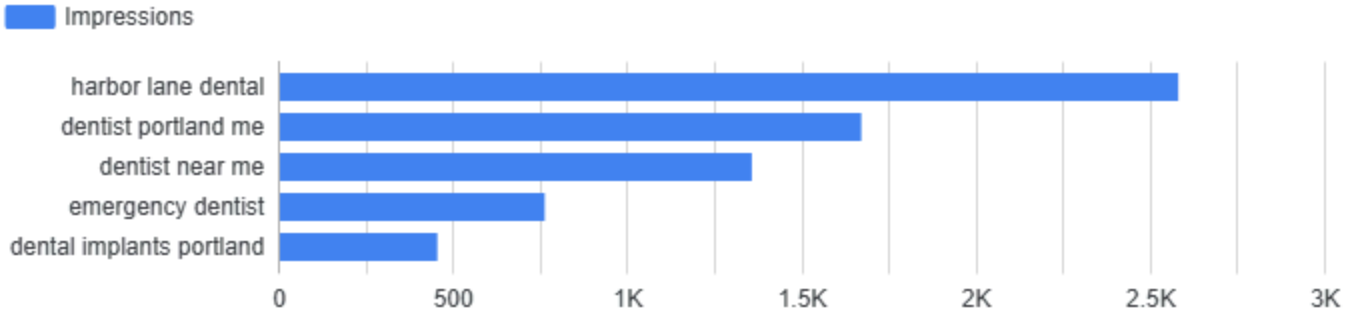
Interactions add up calls, website clicks, direction requests, conversations, bookings, food orders and food menu clicks. Google reports recent days a few days late.

Search keywords

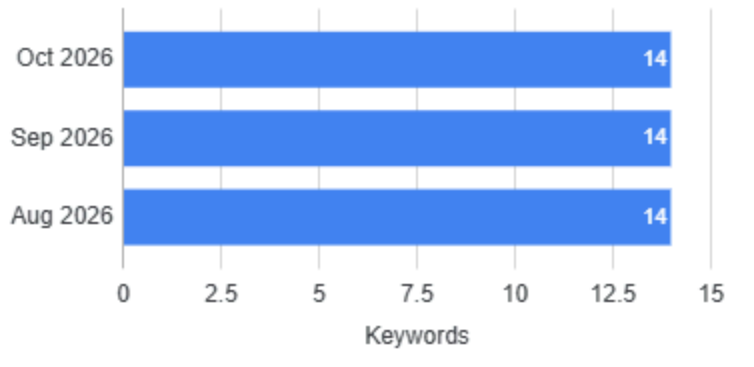
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Search keywords	Counted impressions	Months reported	Top keyword in a month
14	8,310	3	953

Top keywords by impressions



Keywords by month



Search keywords by month

Search keyword	Month	Impressions
harbor lane dental	Oct 2026	953
dentist portland me	Oct 2026	551
dentist near me	Oct 2026	416
emergency dentist	Oct 2026	274
dental implants portland	Oct 2026	153
teeth whitening	Oct 2026	121
invisalign portland maine	Oct 2026	92
pediatric dentist	Oct 2026	79
dental cleaning near me	Oct 2026	60
harbor lane dentist reviews	Oct 2026	47

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Complete months only. Google shows a keyword with few impressions as “Under 15” instead of a count; counted impressions add up the exact counts only.

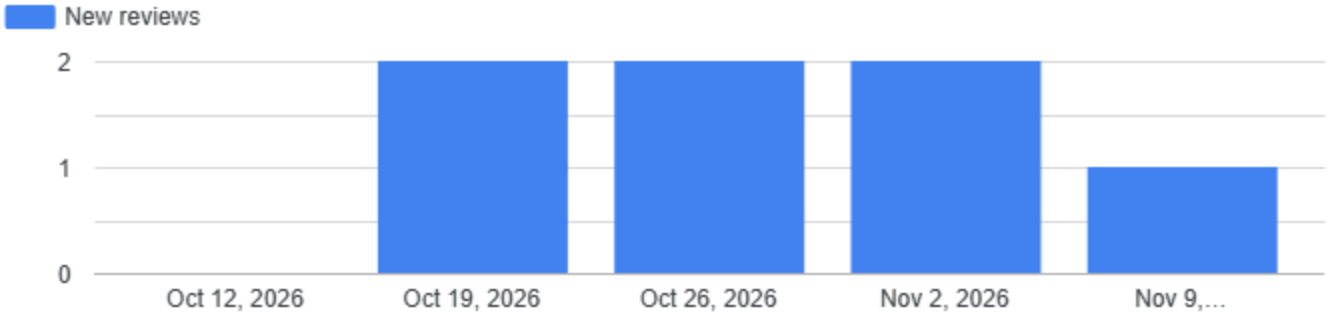
Reviews

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Oct 17, 2026 - Nov 13, 202

New reviews	Average rating of new reviews	Reply rate	Google rating (all reviews)
7	4.0	71.4%	4.6
0.0% vs previous period	-9.7% vs previous period	-28.6% vs previous period	

New reviews by week



New reviews by star rating



New reviews

Date	Reviewer	Stars	Review	Reply	Replied on
Nov 13, 2026	Maya R.	3	Good care but I waited 25 minutes past my appointment.	Not replied	-
Nov 8, 2026	Daniel K.	3	Good care but I waited 25 minutes past my appointment.	Replied	Nov 10, 2026
Nov 5, 2026	Priya S.	4	Clean office, on time, no upselling.	Not replied	-
Oct 30, 2026	Tom B.	5	Invisalign consult was clear about cost and timing.	Replied	Nov 1, 2026
Oct 28, 2026	Elena V.	4	-	Replied	Oct 29, 2026
Oct 23, 2026	Marcus L.	4	Clean office, on time, no upselling.	Replied	Oct 24, 2026
Oct 19, 2026	Grace O.	5	-	Replied	Oct 22, 2026

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New reviews are reviews created in the selected dates. Google rating is Google's current average across all of the profile's reviews.