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FREE WORKSHEET

Google Business Profile tracking sheet

The tagged links for your profile, and a monthly log that sets Google's numbers next to GA4's.

1. The links on your profile

Profile link	source	medium	campaign	content	Live and tested
Website	google	organic	business_profile	website	☐
Appointments / booking	google	organic	business_profile	booking	☐
Menu or services	google	organic	business_profile	menu	☐
Order online	google	organic	business_profile	order	☐
Posts and offers	google	organic	business_profile	post_*topic*	☐

2. Monthly comparison

Performance: your profile → Performance → choose the month. GA4: Traffic acquisition → Session campaign = business_profile.

Month	Website clicks (Performance)	Sessions (GA4)	Enquiries or bookings	Notes

3. If the numbers drift apart

- ☐ Click the website button yourself: are the tags still in the address bar?
- ☐ Did someone edit the profile and paste the plain address back?
- ☐ Remember the two count different things: clicks vs sessions on pages with the GA4 tag