

Local Reputation & Customer Growth Snapshot

Prepared exclusively for this business. A 60-second look at local visibility and untapped visits.



Iron Mann Grille

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This is your Google current rating 4.7251 100% True Exact Rating	This is what Google is actually showing 4.7 Public Rounded Score	Total Google reviews on your profile 171 Published Count	Public Goal: 4.8 Stars 17 New 5-stars to reach 4.8
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WHY REVIEW RISK MANAGEMENT DIRECTLY PROTECTS YOUR REVENUE

When local consumers look for services in Girard, OH, they check Google Maps first. At an exact score of 4.7251 (publicly displaying as 4.7), your business sits dangerously close to the 4.5 star barrier. Over 31% of high-intent Google shoppers actively filter out businesses below 4.5. One bad day or false review will immediately push you down into the general pack. For Iron Mann Grille, risk management means protecting your Google Maps ranking from crashing after an unfair bad day. 123 Whiting Marketing Company LLC installs the complete turnkey system that secures steady, 5-star customer reviews so your rating stays in the top 3 and your revenue never takes an unexpected hit.

HOW GOOGLE'S MATH CREATES RISK

Google treats every review equally by simple addition. When you have a modest review count, negative reviews have heavy leverage: one single 1-star review does 3 to 4 times more mathematical damage than a 5-star review adds. Waiting for customers to leave reviews on their own leaves you exposed.

YOUR CURRENT RATING MIX

Rating	Total Count	Impact of 1 More
5 Stars	145	+0.0016
4 Stars	15	-0.0042
3 Stars	5	-0.0100
2 Stars	2	-0.0158
1 Star	4	-0.0217

*Recent review velocity is a primary factor in Google Maps ranking. Stale profiles drop rank even if the historical average looks high.

THE IMPACT OF ONE 1-STAR REVIEW

Warning: If you receive just one 1-star review tomorrow, your exact score drops to 4.7035 (-0.0217). You would need 14 consecutive 5-star reviews to recover.

Action Step: Don't wait for a negative review to pull your score down. Set an appointment with Dan Whiting at 123 Whiting Marketing Company LLC today to review your profile and install an active review generation shield.

1. WHERE YOU STAND TODAY

METRIC	YOUR PROFILE	BENCHMARK	WHAT THIS MEANS
Google Star Rating	4.6 / 5.0	4.7+	4.8-5.0: Elite status, Highly trusted, but a perfect 5.0 may raise skepticism 4.5-4.7: Balances credibility and trust without appearing too perfect. 4.0-4.4: Acceptable, Competitors with higher ratings may outrank you in local search. 3.5-3.9: Red flag: Lower-rated businesses can get filtered out in "4+ stars" searches. 3.0-3.4: Major disadvantage: Buyers actively avoid these businesses unless no alternatives exist. Below 3.0: The business is in serious trouble. People will click away the second they see your rating
Review Velocity Last 30 days	0 / month	8-15 / per month	High competition Google categories (such as Restaurants, Bar and Grills, Auto Repair, Legal, Medical, or HVAC): 8 to 15+ new reviews per month are typically needed to match or beat top local competitors.
Local Search Rank (11th out of 20 total businesses))	Distance 2.95 miles (4.74 km) from business address	Top 3 Map Pack	Top 3 (High Visibility): Featured directly on Google Search without clicking "More places" captures up to 80% of local calls, clicks, and visits. Rank 4-10 (Moderate Visibility): Visible on the first screen of Google Maps, but loses out on main search page traffic; catches comparison shoppers. Rank 11+ / Unranked (Low to Zero Visibility): Buried deep in Maps or completely missing; effectively invisible to customers at this distance.

You provide great service, but your Google listing isn't working as hard as you do to bring new faces through the door daily.

2. THE 3 THINGS WE FIX IMMEDIATELY

Daily 5-Star Reviews on Autopilot

We turn happy everyday visitors into authentic 5-star Google reviews before they leave your store, boosting your local ranking automatically.

Built-In VIP Customer Engine

We capture 100% verified mobile numbers and emails at your counter using frictionless QR redemption and mobile passes—giving you a private customer database you actually own.

Turn Slow Days Into Busy Days

Reach your past customers instantly with targeted SMS/MMS offers, digital coupons, and automated invitations that bring them right back.

4. LET'S GRAB 10 MINUTES

Schedule a 10-Minute Growth Walkthrough
Scan the QR code below or use the booking link.

Save Our Contact Info
Tap the digital business card on the walkthrough to save us to your phone.

Give Us a Call Direct
Call or text: 330-610-4081

