LOCAL VISIBILITY AUDIT

Joe's Pizza

7 Carmine St, New York, NY 10014 · Pizza restaurant

Local Data Desk

Date : 2026-10-11



OVERALL SCORE

Solid base with clear room to grow.

You have more reviews than the median competitor: keep collecting to hold the lead.

YOUR RATING	YOUR REVIEWS	AVERAGE POSITION	AREA IN THE TOP 3
4.4 ★	**10694**	**13.8**	**0%**
competitor median: 4.7	competitor median: 3407	for "pizza restaurant"	for "pizza restaurant"

Summary

GOOGLE PROFILE	REPUTATION	LOCAL RANKING	WEBSITE
30 / 30	**22** / 25	**0** / 30	**9** / 15

✓ What already works

- Phone number on the profile
- Website linked on the profile
- Opening hours filled in
- Primary category set
- Secondary categories added
- Cover photo present
- Full street address
- Average rating
- Number of reviews against competitors
- Website online
- Secure connection (HTTPS)
- Page title
- Mobile-friendly page

✗ What holds you back

- Area where you rank in the top 3
- Area where you rank in the top 10
- Meta description
- Local business structured data
- Same phone number on the website

Action plan

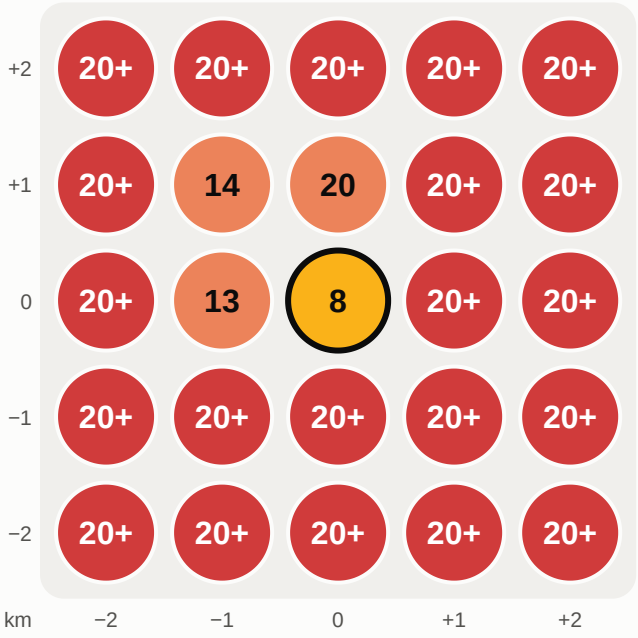
HIGH IMPACT	You are outside the top 3 on most of your area. Reviews, complete categories and a website that names your services and your neighbourhood are the three levers that move this.
MEDIUM IMPACT	Show the same phone number on the website as on the Google profile. Matching details confirm the listing.
LOW EFFORT	Write a meta description: it is the text shown under your name in search results.
LOW EFFORT	Add LocalBusiness structured data to the site so Google can match it with the profile.

Ranking grid

Each cell is a search made from a different point of a 5 × 5 grid covering 2 km around the business. The number is the position in Google Maps results; "20+" means not in the first 20.

Top 3 · 4 to 10 · 11 to 20 · Not in top 20

« pizza restaurant »



Average position: 13.8. In the top 3 on 0% of the area, in the top 10 on 4%.

Who ranks around you

Businesses Google lists most often for "pizza restaurant" within 2 km, ordered by average position on the grid.

#	BUSINESS	RATING	REVIEWS	AVG. POSITION	IN TOP 3
1	Song' E Napule	4.7	2713	11.5	24%
2	L'industrie Pizzeria - West Village	4.7	4185	13.5	20%
3	Rubirosa	4.7	7739	14.4	24%
4	Emily	4.5	3762	14.6	32%
5	Champion Pizza - Soho	4.6	3051	14.7	20%
6	Prince Street Pizza	4.4	9271	15.7	8%
7	Fermento Pizza NYC	4.9	169	16.3	8%
8	Roma Pizza & restaurant	4.7	1684	16.4	8%
9	Joe's Pizza Broadway	4.4	27238	16.6	24%
10	Pizza Loves Sauce	4.8	1241	16.6	0%
11	**Joe's Pizza (you)**	**4.4**	**10694**	**19.8**	**0%**

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Detailed checks

	CHECK	RESULT	POINTS
Google profile	Phone number on the profile +12123661182	✓ OK	5 / 5
Google profile	Website linked on the profile http://www.joespizzanyc.com/	✓ OK	7 / 7
Google profile	Opening hours filled in 7/7	✓ OK	6 / 6
Google profile	Primary category set Pizza restaurant	✓ OK	3 / 3
Google profile	Secondary categories added Fast food restaurant, Pizza Takeout, Restaurant	✓ OK	3 / 3
Google profile	Cover photo present	✓ OK	3 / 3
Google profile	Full street address 7 Carmine St, New York, NY 10014	✓ OK	3 / 3
Reputation	Average rating 4.4	✓ OK	10 / 13

	CHECK	RESULT	POINTS
Reputation	Number of reviews against competitors 10694	✓ OK	12 / 12
Local ranking	Area where you rank in the top 3 0%	✗ To fix	0 / 18
Local ranking	Area where you rank in the top 10 4%	✗ To fix	0 / 12
Website	Website online	✓ OK	3 / 3
Website	Secure connection (HTTPS)	✓ OK	2 / 2
Website	Page title Joe's Pizza	✓ OK	2 / 2
Website	Meta description	✗ To fix	0 / 2
Website	Mobile-friendly page	✓ OK	2 / 2
Website	Local business structured data	✗ To fix	0 / 2
Website	Same phone number on the website	✗ To fix	0 / 2

How this audit was made. Data read from the public Google Maps listing and search results on the date above. Positions change with the time of day, the searcher's location and Google's own tests: read them as a snapshot, not a guarantee. Review replies, posts and photo counts are not measured.

Prepared by Local Data Desk · contact@localdatadesk.online