

Keep Everything Current

Fifteen minutes a month keeps your whole score from quietly decaying.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
15 minutes/month	Free	Easy	profile_updated_recently

WHAT WE MEASURED

We checked how recently your business information was updated across your listings and website.

WHY IT MATTERS

Your Operational Intelligence Score is a **living measurement**, not a photograph. Every signal we collect has an expiry date — some 30 days, some 90, some a year. **When a signal expires, it scores zero** until it's re-verified.

That's deliberate. A business that was reachable in January and unreachable in June shouldn't keep a Gold seal, and a customer relying on the seal deserves current information.

The practical effect: **fifteen minutes a month protects your entire score**. Neglect it and your score decays on its own, without anything actually going wrong.

FIX IT YOURSELF

1 Set a recurring calendar block — first Monday, 15 minutes

Name it "Business listing check." Same time every month. This one habit is the whole guide.

If it isn't in the calendar, it won't happen, and you'll find out from your quarterly report instead of from yourself.

2 The monthly 15-minute checklist

Google Business Profile (5 min)

- Hours still correct? **Add any holiday or special hours for the coming month.**
- Add 1–3 real photos of recent work
- Respond to any new reviews
- Confirm phone, website and service area are unchanged

Your website (5 min)

- Click your own phone number on a mobile — does it dial?
- Submit your own contact form — does the email arrive?
- Click your booking link — does it load and show availability?
- Are your prices and services still accurate?

Your inbox (5 min)

- Any inquiry older than 24 hours with no reply?
- Any callback promise you haven't kept?

- Voicemail box empty?

3 The quarterly additions

Four times a year, add these:

- **Licence status** — check the public lookup logged out (*see: Make Sure Your License Is Active and Findable*)
- **Insurance certificate** — still in date? (*see: Get and Keep a Current Certificate of Insurance*)
- **Entity standing** — search yourself on the Secretary of State site (*see: Keep Your Business in Good Standing*)
- **Search your old phone number and old address** to catch stale listings
- **Ask an AI assistant about your business** and check the answer for errors

4 The annual additions

Once a year:

- Renewal dates for licence, insurance, entity filing, and domain — all calendared with 45–60 days' notice
- Re-read Google's review policy (it changed in April 2026 and will change again)
- Update the "Updated [month year]" stamp on your key pages
- Refresh your business description and photos properly

5 Update hours BEFORE a holiday, not after

This is the most common freshness failure, and the most costly.

A customer who drives to a closed business because Google said you were open leaves a one-star review — and they're not wrong to. Set holiday hours a month ahead, in the same monthly block.

6 Announce real changes immediately

Some things can't wait for the monthly block. Change these the same day:

- Phone number
- Address
- Permanent hours change
- Services you stopped offering
- Temporary closure

Update Google, Bing, Apple, Yelp, Facebook, and your website footer together, in one sitting. Keep the checklist from *Fix Your Business Listings* handy so you don't miss one.

CHECK YOUR WORK

- ☐ A recurring monthly 15-minute block is in your calendar.
- ☐ Holiday hours are set at least a month ahead.
- ☐ You test your phone, form and booking link monthly.
- ☐ Licence, insurance and entity standing get a quarterly check.
- ☐ Renewal dates are calendared with 45–60 days' notice.
- ☐ Real changes get pushed everywhere the same day.

COMMON MISTAKES

- **Holiday hours set after the holiday.** The damage is already done.

- **Updating Google but not Bing, Apple, Yelp and Facebook.** They all feed AI assistants.
- **Assuming nothing changed because nothing broke loudly.** Forms and booking links fail silently.
- **Letting the monthly block slide 'just this once.'** It's always just this once.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Signal expiry windows are published in your audit report

Google Business Profile — keeping information current: support.google.com/business/answer/7091