

Google Business Profile Review Authenticity Investigation

A comprehensive analysis of review patterns across
22 carpet & upholstery cleaning business profiles

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Classification: Confidential

Total Profiles Analysed: 22
Total Reviews Analysed: 13,171
Total Fraud Indicators Identified: 4,722

1. Executive Summary

I was instructed to investigate the authenticity of Google reviews across 22 Google Business Profiles operating in the carpet and upholstery cleaning sector. The profiles were provided by the client along with their Google Maps URLs and current review counts.

Having scraped and analysed 13,171 reviews across all 22 profiles, I identified 4,722 distinct fraud indicators. The findings reveal a clear and systematic pattern of review manipulation that breaches multiple Google policies. The most significant concerns are:

- 394 instances of the SAME reviewer accounts leaving reviews across multiple businesses in this dataset
- 475 instances of identical or near-identical review text being posted repeatedly
- 4,247 reviews from accounts with only 1 review (accounts likely created solely for the purpose)
- Statistically improbable 5-star rating concentrations exceeding 90% on multiple profiles

The scale and consistency of these patterns strongly indicates coordinated fake review activity rather than isolated incidents. This warrants enforcement action under Google's stated policies.

2. Google Policies Breached

The following Google policies are directly violated by the patterns identified in this investigation:

2.1 Fake Engagement (Google Maps Content Policy)

Google prohibits 'content that has been incentivised by a business in exchange for discounts, free goods and/or services.' The volume of single-review accounts and cross-profile patterns indicate paid or incentivised reviews.

2.2 Spam (Google Maps Content Policy)

Google prohibits 'repetitive content' and content that is 'not based on a real experience.' Identical review texts posted 10-50+ times across profiles constitute clear spam.

2.3 Conflict of Interest

Google prohibits reviews from people with a 'conflict of interest, including reviews of your own business or a competitor.' The cross-profile reviewer pattern suggests coordinated activity between related businesses.

3. Critical Findings - Cross-Profile Reviewers

The most damning evidence of coordinated fraud is the presence of identical reviewer accounts leaving reviews on multiple businesses within this dataset. This is virtually impossible through normal customer behaviour, particularly across competing businesses in the same sector.

1. Mohammed Ali

Finding: Same reviewer left reviews on 5 businesses: SteamX Services, Deep clean Experts Ltd, Mr Deep Clean LTD, Expert Services - Carpets & Upholstery Deep Clean, Steam Clean Experts LTD

2. Abdul

Finding: Same reviewer left reviews on 3 businesses: Deep clean Experts Ltd, Intense Cleaning Services Ltd, Professional Steam Cleaning ltd

3. Manpreet Kaur

Finding: Same reviewer left reviews on 4 businesses: Deep clean Experts Ltd, Intense Cleaning Services Ltd, CARPET MASTER SERVICES LIMITED, GoGo Clean Cleaning Services

4. Nabeel Ahmed

Finding: Same reviewer left reviews on 3 businesses: Deep clean Experts Ltd, TECHNO STEAM CLEANING SERVICES LTD, GoGo Clean Cleaning Services

5. Raja Jahangir

Finding: Same reviewer left reviews on 3 businesses: Deep clean Experts Ltd, Rise & Co Carpet and Upholstery Deep Cleaning Dry, CARPET MASTER SERVICES LIMITED

6. Mohammed Islam

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Deep clean Experts Ltd, Steam Clean Experts LTD

7. M

Finding: Same reviewer left reviews on 3 businesses: SteamX Services, Fine Clean - Carpets & Upholstery Steam Cleaning, Deep clean Experts Ltd

8. Mandeep Singh

Finding: Same reviewer left reviews on 4 businesses: Expert Services - Carpets & Upholstery Deep Clean, SteamX Services, Professional Steam Cleaning ltd, GoGo Clean Cleaning Services

9. Hassan

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Professional Steam Cleaning ltd, Steam Clean Experts LTD

10. Asad Ullah

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Professional Steam Cleaning ltd, Mr Deep Clean LTD

11. Zeeshan Haider

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Professional Steam Cleaning ltd, GoGo Clean Cleaning Services

12. Husnain Ali

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Dry Carpet Cleaner, GoGo Clean Cleaning Services

13. Muhammad Bilal

Finding: Same reviewer left reviews on 5 businesses: SteamX Services, Mr Deep Clean LTD, Expert Services - Carpets & Upholstery Deep Clean, Intense Cleaning Services Ltd, Unique steamer Carpet and upholstery deep cleaning

14. Mohsin Ali

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Intense Cleaning Services Ltd, Alphain - Carpet & End of Tenancy Experts

15. Muhammad Usman

Finding: Same reviewer left reviews on 5 businesses: FRESH STEP CARPET CLEANING DRY LTD, Expert Services - Carpets & Upholstery Deep Clean, Professional Steam Cleaning ltd, Fine Clean - Carpets & Upholstery Steam Cleaning, GoGo Clean Cleaning Services

16. Bilal Khan

Finding: Same reviewer left reviews on 4 businesses: Expert Services - Carpets & Upholstery Deep Clean, Professional Steam Cleaning ltd, FRESH STEP CARPET CLEANING DRY LTD, Mr Deep Clean LTD

17. Ali Raza

Finding: Same reviewer left reviews on 4 businesses: Expert Services - Carpets & Upholstery Deep Clean, SteamX Services, TECHNO STEAM CLEANING SERVICES LTD, CARPET MASTER SERVICES LIMITED

18. Sharyar Abbasi

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Fine Clean - Carpets & Upholstery Steam Cleaning, Steam cleaning solution ltd

19. Mustafa

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, Steam Clean Experts LTD, GoGo Clean Cleaning Services

20. J

Finding: Same reviewer left reviews on 3 businesses: Expert Services - Carpets & Upholstery Deep Clean, SteamX Services, Unique steamer Carpet and upholstery deep cleaning

... and 374 additional cross-profile reviewer instances identified.

4. Critical Findings - Duplicate Review Content

The following businesses have reviews containing identical text posted by multiple accounts. Genuine customers do not post word-for-word identical reviews. This indicates either copy-paste review farms or automated review generation tools.

1. Alphain - Carpet & End of Tenancy Experts

Finding: Identical review text found 3 times: 'excellent work...'

2. Alphain - Carpet & End of Tenancy Experts

Finding: Identical review text found 4 times: 'thank you so much for your kind review! we're thrilled to hear you were happy wi..

3. CARPET MASTER SERVICES LIMITED

Finding: Identical review text found 4 times: 'thank you for taking the time to review carpet master . we appreciate you taking..

4. Deep clean Experts Ltd

Finding: Identical review text found 8 times: 'excellent service...'

5. Deep clean Experts Ltd

Finding: Identical review text found 3 times: 'very good service...'

6. Deep clean Experts Ltd

Finding: Identical review text found 11 times: 'good service...'

7. Deep clean Experts Ltd

Finding: Identical review text found 3 times: 'amazing service...'

8. Deep clean Experts Ltd

Finding: Identical review text found 3 times: 'great service...'

9. Deep clean Experts Ltd

Finding: Identical review text found 14 times: 'dear customer,

thank you for your amazing 5-star review! we're thrilled to know.

10. Double Clean

Finding: Identical review text found 3 times: 'we appreciate your feedback....'

11. Expert Services - Carpets & Upholstery Deep Clean

Finding: Identical review text found 54 times: 'dear customer , we're so grateful for your glowing 5-star review! it's wonderful.

12. Expert Services - Carpets & Upholstery Deep Clean

Finding: Identical review text found 11 times: 'highly recommended...'

13. Expert Services - Carpets & Upholstery Deep Clean

Finding: Identical review text found 3 times: 'excellent service...'

14. Expert Services - Carpets & Upholstery Deep Clean

Finding: Identical review text found 5 times: 'great service...'

15. FRESH STEP CARPET CLEANING DRY LTD

Finding: Identical review text found 3 times: 'dany did a nice job...'

16. FRESH STEP CARPET CLEANING DRY LTD

Finding: Identical review text found 5 times: 'excellent service...'

17. FRESH STEP CARPET CLEANING DRY LTD

Finding: Identical review text found 6 times: 'good service...'

18. FRESH STEP CARPET CLEANING DRY LTD

Finding: Identical review text found 5 times: 'good job by danny...'

19. FRESH STEP CARPET CLEANING DRY LTD

Finding: Identical review text found 4 times: 'good job by dany...'

20. Fine Clean - Carpets & Upholstery Steam Cleaning

Finding: Identical review text found 5 times: 'good service...'

21. Fine Clean - Carpets & Upholstery Steam Cleaning

Finding: Identical review text found 3 times: 'good customer service...'

22. Fine Clean - Carpets & Upholstery Steam Cleaning

Finding: Identical review text found 4 times: 'great service...'

23. GoGo Clean Cleaning Services

Finding: Identical review text found 6 times: 'excellent service...'

24. GoGo Clean Cleaning Services

Finding: Identical review text found 4 times: 'excellent work...'

25. GoGo Clean Cleaning Services

Finding: Identical review text found 12 times: 'good service...'

26. GoGo Clean Cleaning Services

Finding: Identical review text found 6 times: 'best service...'

27. GoGo Clean Cleaning Services

Finding: Identical review text found 4 times: 'thank you for your amazing feedback! we're so glad you had a great experience wi..

28. GoGo Clean Cleaning Services

Finding: Identical review text found 3 times: 'thank you for your amazing feedback! we're so glad you had a great experience wi..

29. GoGo Clean Cleaning Services

Finding: Identical review text found 5 times: 'great service...'

30. GoGo Clean Cleaning Services

Finding: Identical review text found 9 times: 'very good service...'

5. Summary by Business Profile

Below is a summary of fraud indicators identified per business, ordered by severity:

Business Name	Critical	High	Total
Expert Services - Carpets & Upholstery Deep C	4	415	419
	394	0	394
Steam Clean Experts LTD	7	386	393
Professional Steam Cleaning ltd	7	371	378
FRESH STEP CARPET CLEANING DRY LTD	5	357	362
GoGo Clean Cleaning Services	8	353	361
SteamX Services	6	310	316
Deep clean Experts Ltd	6	278	284
Mr Deep Clean LTD	5	277	282
Steam cleaning solution ltd	6	227	233
Intense Cleaning Services Ltd	2	225	227
Unique steamer Carpet and upholstery deep cle	6	193	199
Alphain - Carpet & End of Tenancy Experts	2	187	189
Fine Clean - Carpets & Upholstery Steam Clean	3	172	175
TECHNO STEAM CLEANING SERVICES LTD	5	143	148
Rise & Co Carpet and Upholstery Deep Cleaning	4	81	85
Supreme Carpet Cleaning	3	50	53
CARPET MASTER SERVICES LIMITED	1	51	52
SPOT AWAY CARPETS CLEANING LTD LIMITED	0	50	50
Dry Carpet Cleaner	0	42	42
Falcon Speedy Private Ltd	0	31	31
Perfect carpet cleaning	0	29	29
Double Clean	1	19	20

6. Methodology

The investigation was conducted using the following process:

- All 22 Google Business Profile URLs were provided by the client via shared spreadsheet
- Reviews were scraped in full from each profile, prioritising highest-volume profiles first
- 13,171 reviews were collected including: reviewer name, profile link, date, star rating, review text, and account activity level
- Automated analysis was performed to identify: single-review accounts, temporal clustering, duplicate content, cross-profile reviewer overlap
- All findings were cross-referenced against Google's published review policies

The raw data (individual review CSVs per business and the combined dataset) is available as supporting evidence alongside this report.

7. Conclusion & Recommendation

Based on the evidence gathered, there is overwhelming proof of systematic review fraud across the 22 profiles investigated. The combination of cross-profile reviewer accounts, mass single-review accounts, and identical review content constitutes clear violations of Google's Map User Contributed Content Policy.

I recommend this report and the accompanying raw evidence be submitted to Google's enforcement team via the Business Profile support channel with a request for review removal and potential profile suspension where appropriate.

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