Call Button Test

Google's Performance number for Calls is not a count of conversations. It is a count of taps on the Call button. This short test checks two things: whether the Call button actually reaches you, and whether that Google number matches your own phone log.

Need: a phone not signed in as the owner Performance report Phone log or CRM, same dates

The test

1. Use a phone that is not signed in as the business owner. A spouse's phone, a second phone, or incognito is fine. Do not test while logged into the owner account. Google can show you a different view.
2. Search the way a customer would: your service plus your city.

   Search used: _____
3. Open your listing from Google Search. Look for the Call button. If it is there, tap Call. Read the number out loud, digit by digit. Does it match the number customers should reach? Does your business phone actually ring?
4. Open the same listing in Google Maps. Check the Call button again. Tap Call again. Confirm the number and that the phone rings.
5. Open Google Business Profile, then Performance. Pick one date range: the last 28 days or the last full calendar month. Write the dates and the number labeled Calls in the boxes below.
6. Open your phone log or CRM for those same dates. Count the calls that actually reached you. Compare that count to Google's Calls number.

Your notes

	From Google Search	From Google Maps
Call button was visible	☐ Yes ☐ No	☐ Yes ☐ No
Number matched the right business line	☐ Yes ☐ No	☐ Yes ☐ No
The business phone actually rang	☐ Yes ☐ No	☐ Yes ☐ No

DATE RANGE (SAME DATES ONLY)	PERFORMANCE CALLS (TAPS)	ANSWERED CALLS ON YOUR LOG

What this means

☐ **Call path needs work.** The button was missing, the number was wrong, or the phone did not ring. Fix this before you spend more on SEO or ads.

☐ **The two numbers do not agree.** In Performance, Calls means someone tapped Call, not that the call connected.

☐ **Path works, numbers are close.** If you still have views without enough real inquiries, the leak may be the wrong searches, weak trust, or follow-up after the ring.

This is a first check, not a full diagnosis. The **$37 Views-to-Calls Diagnostic Kit** is the full workbook: a baseline card, the complete Call-path test, a decision tree, and three next actions. It does not promise rankings or a certain number of calls.

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