



The Kithmore & Bennie's

Google Business Profile recovery and listing optimisation

Restoring the hotel's visibility, clarifying legacy listings,
and strengthening both businesses' profile information.

Prepared by
Huck

Reporting date
26 October 2026

Period
October 2026

At a glance

Huck resolved the duplicate-profile issue that had prevented The Kithmore’s current Google Business Profile from appearing on Search and Maps. The hotel’s public visibility was restored, legacy listings were addressed, and Bennie’s existing profile was accessed, correctly categorised, and optimised.

Restored

The Kithmore’s visibility on Google Search and Maps

Verified

Both Google profiles recorded as verified on 26 October 2026

Centralised

Listing information managed through Uberall

Before	Huck’s action	Confirmed outcome
The hotel’s current profile was marked as a duplicate; the former Ardgowan listing remained visible.	Escalated the issue to Google support and pursued verification, while marking Ardgowan permanently closed.	Google confirmed The Kithmore was live on 24 September 2026. Ardgowan was marked permanently closed.
Outdated Ardgowan Facebook and Playfair’s Restaurant profiles remained.	Coordinated the Facebook cleanup with the client and pursued removal of Playfair’s.	The old Facebook page was deleted; the obsolete Playfair’s listing was removed.
Bennie’s existing Google listing was incorrectly categorised as a hotel; management access was needed.	Secured access, corrected categorisation, and optimised the existing listing.	Restaurant categorisation confirmed on 19 October 2026; Google status recorded as verified.
Business information required more consistent management across listings.	Introduced Uberall and populated descriptions, practical details, attributes, and photography.	Both businesses are active with automatic synchronisation enabled; hotel website-link tracking is populated.

Completed work and next steps

The core recovery and substantial optimisation work are complete. Specific accuracy checks, account connections, and restaurant reservation checks remain separate follow-up items.

The confirmed value is restored visibility, clearer business identities, and better-populated listings. Additional bookings, revenue, or ranking improvements are not quantified in this report.

The hotel profile recovery

Following the rebrand, the old Ardgowan hotel listing continued to appear. Google then marked The Kithmore's current profile as a duplicate, making resolution of its verification and public visibility the immediate priority.

Date	Action and confirmed position
15 September 2026	Google notified Huck that The Kithmore's profile had been marked as a duplicate and would not appear on Search and Maps.
17 September 2026	Callum documented the issues and proposed marking Ardgowan permanently closed while resolving The Kithmore's verification. Current exterior photography, a hotel-domain email address, and telephone confirmation were requested.
22 September 2026	Callum escalated the issue to Google support, case 9-3896000041605. Google requested a photograph showing the entrance and current business-name signage; Scott coordinated this with Kathryn. Callum also confirmed that he had marked Ardgowan permanently closed.
24 September 2026	Google emailed confirmation that The Kithmore's Business Profile was live on Search and Maps.
25 September 2026	Scott confirmed to the client that The Kithmore appeared when searching for the hotel. The old Ardgowan listing remained visible but was marked permanently closed.
26 October 2026	The Uberall export records The Kithmore's Google status as VERIFIED.

Confirmed outcome

The Kithmore's current Google Business Profile was restored to public visibility and is recorded as verified. The former Ardgowan Google profile was marked permanently closed, not deleted.

What this resolves

The hotel's current identity can appear on Search and Maps again, while the former business is clearly marked as closed. No review transfer or profile merge is reported as part of the completed work.

Legacy cleanup and central management

Huck addressed obsolete hotel, restaurant, and social-profile references alongside the Google recovery. Wider travel-site corrections were raised separately with the client and revenue team.

Listing	Work undertaken	Confirmed position
Ardgowan Google profile	Marked the former hotel permanently closed.	Closure confirmed by 22 September 2026 and visible in Scott's client update on 25 September 2026.
Ardgowan Facebook page	Identified the old page and coordinated access and removal with the client.	Scott confirmed deletion on 25 September 2026 and reconfirmed it on 8 October 2026.
Playfair's Restaurant Google listing	Checked client access and pursued removal after Kathryn and Malcolm confirmed they had none.	On 12 October 2026, Callum confirmed removal and that it no longer appeared at its map pin.
Third-party travel listings	Flagged old Ardgowan references on Tripadvisor and Expedia, plus conflicting classifications on Booking.com and Expedia.	Corrections raised with the client and revenue team. Completion across all third-party sites remains to be confirmed.

Uberall setup and handover

Huck introduced Uberall as a central platform for information across connected listings and directories. The approved image library was supplied to support the work.

Date	Setup and support
21 September 2026	The Kithmore's account was set up and Kathryn was invited.
22 September 2026	Kathryn confirmed access.
25 September 2026	Scott provided a walkthrough and supported completion of the profile.
30 September 2026	Callum confirmed that website-link tracking had been updated and Heather had connected Facebook through Uberall.
2 October 2026	Kathryn was asked to complete remaining amenities and payment details across both businesses. She replied that she believed she had completed the Uberall information.

The 26 October 2026 exports show populated information at that date. They do not establish when every field was added or whether every connected directory has published every field.

The Kithmore's populated profile

The hotel's record contains its current identity, contact details, descriptions, practical information, and image references. Google verification and the Facebook connection are both recorded in the export.

Area	Information populated
Identity and contact	The Kithmore 2 Playfair Terrace, St Andrews, Fife, KY16 9HX; map coordinates; +44 1334 472970; thekithmore.com; hello@thekithmore.com.
Business descriptions	Short and extended descriptions covering the three Georgian townhouses, proximity to the Old Course, golf breaks, coastal escapes, Scottish hospitality, restaurant, and bar.
Search keywords	12 terms covering hotel accommodation, golf hotels, dining, restaurants, and bars in St Andrews and Scotland.
Operating information	Daily opening-hours entries and English as a supported language. An opening-date field is populated; the intended date remains to be confirmed.
Payment information	American Express, Visa, Mastercard, Maestro, debit cards, cash, Apple Pay, Google Pay, and contactless payments.
Social profiles	Facebook, Instagram, and LinkedIn URLs. Facebook Messenger is recorded as the preferred messaging service.
Business attributes	LGBTQ-welcoming attribute populated.
Photography	95 image references: 51 rooms, 15 exterior, nine team, six interior, five general, five food-and-drink, and four common-area images.
Website attribution	Separate Google, Facebook, and Bing tracking parameters using the Kithmore campaign name.
Status	Active; automatic synchronisation enabled; Google VERIFIED; Facebook CONNECTED.

Website-link tracking

Tracking parameters help identify website visits originating from the listings. They are populated for the hotel; Bennie's tracking fields are currently blank.

Photography counts refer to image references recorded in Uberall, not confirmation that all images are live on every platform. An Instagram URL is populated, but the account connection remains a follow-up item.

Bennie's existing listing, optimised

The work involved accessing and optimising an existing Google listing, rather than creating a new profile. The incorrect hotel category was identified on 16 September 2026; Scott requested owner access on 25 September 2026 and supplied Google "People & Access" instructions, with follow-up needed after invitation issues.

The image-library link was supplied on 1 October 2026, and Callum confirmed Bennie's was in Uberall on 2 October 2026. The optimisation task was completed on 5 October 2026 and the separate Uberall setup task on 7 October 2026; restaurant categorisation was explicitly confirmed on 19 October 2026.

Area	Information in the 26 October 2026 export
Identity and contact	Bennie's 2 Playfair Terrace, St Andrews, Fife, KY16 9HX; map coordinates; +44 1334 472970; direct link to the Bennie's website page.
Description and keywords	All-day dining covering breakfast, lunch, dinner, and drinks; bookings encouraged and walk-ins welcome. Eight keywords covering Bennie's, all-day dining, breakfast, lunch, casual dining, and Scottish restaurants in St Andrews.
Opening hours	7am to midnight, Sunday to Thursday. 7am to 1am, Friday and Saturday.
Breakfast hours	7am to 10am, Monday to Friday. 7am to 10.30am, Saturday and Sunday.
Additional service hours	11.30am to 9pm daily, currently entered in the "dinner" field.
Family-friendly attributes	Children welcome, children's menu, high chairs, and changing tables.
Dog-friendly attributes	Dogs welcome, including inside and outside.
Dining and service	Seating, table service, dine-in, takeaway, breakfast, lunch, dinner, and dessert.
Photography	18 image references: four exterior, nine interior, and five food-and-drink images. These are records in Uberall, not a publication check on every platform.
Status	Active; automatic synchronisation enabled; Google VERIFIED.

Still to complete: Bennie's email, payment options, social URLs, and website-link tracking fields are blank. Facebook is recorded as NOT_CONNECTED; these elements are not part of the completed optimisation.

Remaining accuracy and connection checks

The recovery and main profile optimisation are complete. The following checks will help align the remaining business details and account connections without reopening the completed recovery work.

Item	Latest position	Required follow-up
Hotel map pin	Callum listed moving the pin as outstanding on 12 October 2026. Coordinates are present in Uberall.	Check the public pin against the correct entrance. Recorded coordinates alone do not confirm that the correction was completed.
Hotel star classification	Client confirmation and alignment with online travel agencies were required before updating Google.	Confirm the correct classification, then align Google and travel-site information. No four- or five-star classification is assumed.
Hotel Instagram connection	The Instagram URL is populated; the connection task remains with the client.	Confirm partner access and complete the account integration.
Bennie's hours	The description says the bar closes at midnight, while Friday and Saturday opening hours show 1am. The 11.30am to 9pm entry sits in the "dinner" field.	Reconcile the description and published hours. Confirm whether the "dinner" entry should represent general food-service hours.
Opening date	Both exports record 15 June 2026; the SEO and GEO strategy states 16 June 2026.	Confirm the intended date before using it as a settled business fact or updating the listings.
Bennie's remaining profile fields	Email, payment options, social URLs, and website-link tracking fields are blank. Facebook is not connected.	Confirm the appropriate details and social accounts, populate the remaining fields, and complete the relevant connections.
Wider directory corrections	Legacy Ardgowan references and conflicting classifications were raised with the client and revenue team.	Confirm completion on Tripadvisor, Expedia, Booking.com, and any other affected listings with the revenue team.

Completion check

For each correction, confirm both the central record and the customer-facing listing. Keep a dated record of the change and the published result.

Street View imagery was identified as outdated and deprioritised in September 2026. It remains a possible future enhancement, rather than completed work or a committed outstanding deliverable.

Reservations, menus, and future monitoring

Google verification is confirmed for Bennie’s, but the reservation connection and customer booking journey need separate checks. Menu publication and reservation reporting are not included in the completed-work claims.

Item	Latest position and next check
Reserve with Google	Huck checked matching requirements and advised Nikki to enable the connection in ResDiary. On 21 October 2026, Nikki reported completing the steps and asked for a check. Confirm that the reservation integration works publicly; Google verification alone does not establish this.
Booking links and reporting	The dining-reservation-link field is blank in the export. Check the customer booking journey separately from the backend access needed for reporting. Reservation tracking is not confirmed as live.
Menu publication	The location’s menu-link and menu-collection fields are blank. A separate “A la Carte Menu” record contains no dishes, prices, or URL. Confirm the intended menu destination and content before treating a full menu as uploaded or published.

What to monitor next

Measure	What the monitoring should establish
Profile visibility	Check that the correct hotel and restaurant profiles appear, and that obsolete identities do not create confusion.
Information accuracy	Review names, address, map pin, classification, hours, menus, imagery, and contact details across connected listings.
Website visits	Use the hotel’s listing-link tracking to identify visits by source. Extend this to Bennie’s once its tracking fields are completed and checked.
Calls and directions	Monitor available profile call and direction-request measures as engagement signals, not confirmed bookings.
Restaurant bookings	Monitor reservations once the booking connection and reporting are confirmed. Keep customer-facing booking functionality separate from measurement setup.

The value delivered

The Kithmore’s current profile is visible again, former business identities have been clarified, and Bennie’s is correctly categorised. Both businesses now have more complete profile information and central listing management; further monitoring can assess customer activity without attributing unmeasured bookings, revenue, or ranking gains to this work.

Reporting basis: project correspondence and task updates, and the 26 October 2026 Uberall export details, as summarised in the supplied project record. Statuses describe the position at that date.