SAMPLE REPORT · ILLUSTRATIVE

DIGITAL PRESENCE AUDIT · PUBLIC DATA ONLY

# Example Business

A fictional local business, used to show what a Digital Presence Audit contains

Sample only: the business, figures and findings are invented for demonstration · AI-assisted, reviewed and refined by Steady Drift Studio

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## EXECUTIVE SUMMARY

Customers who find Example Business tend to like it. The reputation is strong and consistent, and people say so across more than one platform. The difficulty is everything around that reputation: the listings are only partly complete, the details do not match from one platform to the next, and there is no clear online route for someone who wants to enquire or book.

Most new customers arrive through word of mouth or by walking past. People searching for this kind of business online are more likely to see competitors with fuller listings, more recent activity and an obvious next step. The business is not failing: its digital presence is simply not yet doing justice to what it offers.

**Verdict: Solid reputation, limited infrastructure. Visible gaps are holding back discovery and enquiries. The most valuable fixes are small and inexpensive.**

# 55

DIGITAL PRESENCE SCORE / 100

Strong reputation is carrying a digital presence that lacks the infrastructure to turn that reputation into broader discovery and action.

SCORES

## Score Breakdown — five dimensions

| VISIBILITY | TRUST & CREDIBILITY | REPUTATION | REACH & DIGITAL PRESENCE |
|---|---|---|---|
| 14/25 | 9/15 | 16/20 | 5/15 |

| CONVERSION READINESS |
|---|
| 11/25 |

METHOD

## How the score is built

Every audit produces one score out of 100, made up of five weighted dimensions. The weights reflect how much each one influences whether a customer finds, trusts and chooses a business, so they are not equal. Each dimension is scored from the evidence gathered, and the total is simply the sum.

| DIMENSION | POINTS | THE QUESTION IT ANSWERS |
|---|---|---|
| Visibility | 25 | Can relevant customers discover the business at all? |
| Trust & Credibility | 15 | Once discovered, how confident does it look? |
| Reputation | 20 | What does the existing customer evidence say? |
| Reach & Digital Presence | 15 | How actively does it maintain and extend its own presence? |
| Conversion Readiness | 25 | How easy is it to go from interested to customer? |

**80–100** Strong foundation **65–79** Healthy, with opportunities **50–64** Visible gaps limiting performance

**35–49** Significant weaknesses **0–34** Major problems

*Scores reflect commercial usefulness, not technical perfection, and are based on publicly visible information. They are an assessment, not a guarantee of results.*

PLATFORMS

## Platform-by-Platform Analysis

### GOOGLE BUSINESS PROFILE

| | |
|---|---|
| Rating | 4.6★ |
| Review count | 212 |
| Review velocity | Steady — 3-4 per month |
| Owner responses | About 1 in 4 reviews |
| Google Posts | None in 6 months |
| Booking link | Missing |
| Website link | Present |
| Q&A | Two questions unanswered |
| Assessment | Strong rating, light management |

### TRIPADVISOR

| | |
|---|---|
| Rating | 4.4★ |
| Review count | 87 |
| Ranking | #9 of 24 locally |
| Listing claimed | UNCLAIMED |
| Photos uploaded | Customer photos only |
| Owner responses | None |
| Hours shown | Out of date |
| Assessment | Good rating, no control of listing |

### FACEBOOK

| | |
|---|---|
| Followers | 2,400 |
| Last post | 5 months ago |
| Posting frequency | Irregular |
| Engagement rate | Low |
| Reviews | 4.5★ / 31 reviews |
| Contact details | Match website |
| Assessment | Audience exists, under-used |

### INSTAGRAM

| | |
|---|---|
| Account | Found |
| Followers | 640 |
| Posts | 48 |
| Last post | 9 weeks ago |
| Bio link | Missing |
| Visual quality | Good, inconsistent |
| Assessment | Strong content, no rhythm |

### WEBSITE

| | |
|---|---|
| Exists | Yes |
| Mobile experience | Partly — dated layout |
| Page speed (mobile) | Slow |
| Contact form | Yes |
| Online booking | None |
| Local search basics | Page titles only |
| Assessment | Present, but not yet working hard |

### OTHER PLATFORMS

| | |
|---|---|
| Apple Maps | Listed — hours outdated |
| Bing Places | Not claimed |
| Yelp | No listing found |
| Local directories | Phone format inconsistent |
| Name, address, phone | Differ across 3 sources |
| Assessment | Inconsistent and partly unmanaged |

REVIEWS

## Review Theme Analysis

### COMMON PRAISE

| | |
|---|---|
| Friendly, helpful staff | Very frequent |
| Quality of the product or service | Very frequent |
| Value for money | Frequent |
| Atmosphere and setting | Frequent |
| Convenient location | Moderate |
| Repeat visits mentioned | Moderate |

### COMMON COMPLAINTS

| | |
|---|---|
| Parking is hard to find | Moderate — actionable |
| Waiting at busy times | Moderate |
| Opening hours unclear online | Low-medium |
| No online booking | Low — but rising |

*Note: complaint volume is low relative to review count, and none suggests a problem with quality or value. Most complaints are about information that could be provided online.*

SIGNALS

## Growth vs Decline Evidence

GROWTH SIGNAL

Reviews are arriving every month — the business is clearly trading

*New Google reviews in each of the last six months*

DECLINE SIGNAL

Facebook has not been updated in five months

*An audience of 2,400 followers is not being reached*

GROWTH SIGNAL

4.6★ across more than 200 Google reviews — a strong, stable reputation

*Rating has held steady as volume has grown*

DECLINE SIGNAL

TripAdvisor listing is unclaimed, so details cannot be updated or reviews answered

*Hours shown are out of date*

GROWTH SIGNAL

Customers regularly upload their own photos

*Evidence that people want to share their visit*

DECLINE SIGNAL

Opening hours differ between Google, Apple Maps and the website

*Inconsistent details reduce trust and cause missed visits*

GROWTH SIGNAL

Several local competitors have less complete listings

*A clear opportunity to stand out with modest effort*

DECLINE SIGNAL

No obvious online way to enquire or book

*Visitors must phone, and many will not*

COMPETITIVE

## Competitor Comparison — local market

| BUSINESS | GOOGLE RATING | GOOGLE REVIEWS | LOCAL RANK | WEBSITE | INSTAGRAM | ACTIVITY |
|---|---|---|---|---|---|---|
| Example Business | 4.6★ | 212 | #4 OF 12 | DATED | IRREGULAR | LOW |
| Competitor A | 4.7★ | 540 | #1 OF 12 | STRONG | ACTIVE | HIGH |
| Competitor B | 4.5★ | 330 | #2 OF 12 | STRONG | ACTIVE | HIGH |
| Competitor C | 4.4★ | 190 | #3 OF 12 | BASIC | ACTIVE | MEDIUM |
| Competitor D | 4.3★ | 120 | #5 OF 12 | NONE | LIMITED | MEDIUM |
| Competitor E | 4.2★ | 75 | #6 OF 12 | BASIC | NONE | LOW |

*Key insight: the reputation is competitive with the market leaders, but their fuller listings, steadier activity and clear next steps are what put them ahead. The gap is information and consistency, not quality.*

ACTION PLAN

## Top 10 Improvements — Prioritised

### 01 Claim and complete the TripAdvisor listing

Claiming the listing lets the owner correct the hours, add photos and reply to reviews. It is free, takes under an hour, and fixes the most visible inconsistency.

IMPACT: HIGH EFFORT: LOW

### 02 Make name, address, phone and hours identical everywhere

The details differ across Google, Apple Maps and the website. Choosing one correct version and updating every listing removes the confusion and strengthens local search signals.

IMPACT: HIGH EFFORT: LOW

### 03 Add a clear way to enquire or book

Add a booking or enquiry link to the Google profile and a visible button on the website. Right now the only route is a phone call.

IMPACT: HIGH EFFORT: MEDIUM

### 04 Reply to reviews on Google and TripAdvisor

A short, personal reply to each review shows active management and encourages more reviews. About thirty minutes a week is enough to keep up.

IMPACT: MEDIUM EFFORT: LOW

### 05 Post regularly on the Google Business Profile

Posts about offers, events and news appear directly in search and Maps. None have been published in six months.

IMPACT: MEDIUM EFFORT: LOW

### 06 Refresh the website's first screen

State plainly what the business offers, where it is and what to do next, and make the layout work properly on a phone. The site is present but dated.

IMPACT: HIGH EFFORT: MEDIUM

07

### Upload owner-chosen photography

Customer photos currently dominate the listings. A small set of well-chosen images of the business at its best would improve first impressions.

IMPACT: MEDIUM EFFORT: MEDIUM

08

### Ask for reviews at the right moment

A simple, consistent request, such as a card or message after a good experience, will widen the gap over weaker competitors and lift local ranking.

IMPACT: MEDIUM EFFORT: LOW

09

### Restore a light social media rhythm

Two or three posts a week on the channel customers already use is enough. The aim is a reason to follow and return, not constant activity.

IMPACT: MEDIUM EFFORT: MEDIUM

10

### Add local-search basics to the website

Add descriptive page titles and descriptions, the business details in a consistent format, and structured data so search engines can read the information.

IMPACT: MEDIUM EFFORT: MEDIUM