



SAMPLE AUDIT

Local Marketing Audit

Prepared for a window tint shop in Southern California

This is a real audit from August 2026. The shop's name, address, phone, and web links are removed, because their problems are not my marketing material. Every number in here was pulled live on the day of the audit, and yours would be too.

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35%

Optimization score. 11 of 31 checks passed. A 4.8 star shop with a spotless reputation, that the internet mostly cannot see. The gap between how good this shop is and how findable it is, is the whole report.



Where it leaks

Three findings carry most of the damage. None of them cost money to fix. All of them were invisible to the owner, because everything looks fine from inside the shop.

80+ pages, one blank shell

The website has more than 80 pages, over a dozen of them city pages. Search and AI crawlers receive the same near empty code on every one: about a dozen words. To a person the site looks great. To the machines deciding who ranks, it is blank.

Proof on the wrong shelf

About 200 reviews sit on one platform, while the map pack decision happens on Google, where the shop holds well under half that count. The proof exists. It lives on the wrong shelf.

4 dead addresses

Four old web addresses still carry the shop's name, and two trusted profiles, including a consumer-protection profile where they hold the top grade, send people to dead sites. Every one of those clicks is a customer lost at the door.

REPORT CARD

F

Website and technical

5 of 16 checks pass. One blank shell served on every URL, no headline or street address in the code, and the website builder's edit button is still live on the production site.

F

Google presence and citations

2 of 8. The listing itself is healthy. Around it: five web addresses with four dead, three different business names in circulation, and a neighborhood directory filing the shop under car washes.

B

Reviews and reputation

3 of 4. The bright spot: a 4.8 on Google and well over a thousand customer photos elsewhere. The one miss is placement. The proof lives where the buying decision does not happen.

D

Search and AI visibility

1 of 3. The shop appears for its head search today. The specialty pages built to win city and product searches are not surfacing, and AI assistants get a blank page when they try to read the site.

Grades are earned per check, and the full report lists every check with what was found. This sample shows a selection on the next page.



Twelve of the 31 checks

Each check is a fact anyone could verify, found from the outside. No logins were used and nothing on the shop's accounts was touched. The full report lists all 31.

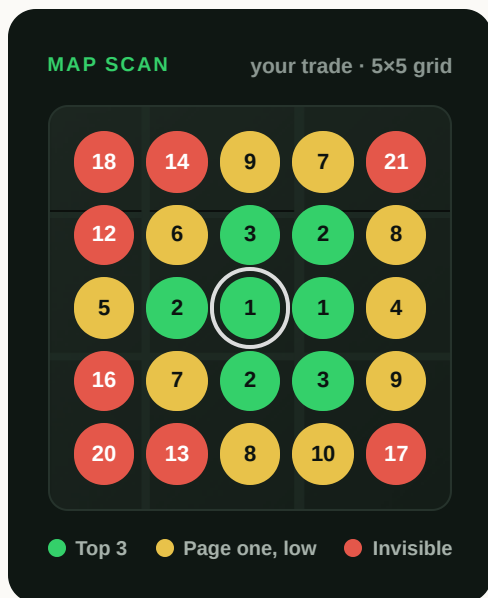
CHECK	STATUS	WHAT WAS FOUND
Secure certificate	PASS	HTTPS live and valid.
Rating strength	PASS	4.8 stars on about 85 Google reviews, newest just days old. Above the line where click-through drops.
Review base elsewhere	PASS	About 200 reviews and well over a thousand photos of finished work on a second platform. Most shops never get here.
Content visible to crawlers	FAIL	The served page contains roughly 12 words. Everything else needs running code, which AI crawlers never run.
Unique page titles	FAIL	Five different pages fetched. All returned byte identical code with the homepage title.
Business type in code	FAIL	The site's own data block types the shop as an auto body shop. It is a window tint and film shop.
Rating stamp current	FAIL	The code stamps the shop at 4.9 stars with a review count from years ago. The live listing shows 4.8 with far more. A stale self stamp risks a penalty.
Street address in code	FAIL	Only the city is coded. The shop's own street address is missing from its own site's data.
One website everywhere	FAIL	Five web addresses carry the shop's name. One is live. Four are dead or abandoned, and two trusted profiles link dead ones.
One business name	FAIL	Three different versions of the business name are in circulation across profiles. Consistency is a ranking input.
Directory categories	FAIL	A neighborhood directory lists the shop under car washes.
Builder badge removed	FAIL	The website builder's edit button is still visible on the live production site.

Also found: a live Google Ads conversion tag, which means the shop is set up to pay for clicks while the free layer underneath is down. Paid traffic is fine. Paying to cover a fixable hole is the expensive version.



Your audit opens with the map

Your report starts with a scan like this, built fresh for your shop and your trade when your audit runs. Each dot is where you rank on Google Maps if the customer is standing right there. The layout below is an illustration; your dots are the real ones.



ALSO IN YOUR REPORT

Who beats you at your weak spots

At the points where you disappear, the shops that hold the top 3, with their rating, review count, and photos next to yours. In this shop's case, a nearby rival held well over 300 reviews on the platform where this shop held about 200.

The AI answer, word for word

I ask ChatGPT what a customer would ask about your trade in your area, and the report shows the actual answer from the day it was asked, and whether your shop is named in it.

Get this run on your shop

The audit is free, it runs from the outside, and nothing is needed from you beyond the form: shop name, city, trade, and where to send the PDF. If everything checks out clean, the report says so and we are done. If it does not, you will know exactly what is leaking and where.

mappackpro.io/audit

Every audit is run by hand, by me, and each number in it is dated the day it is pulled. Questions first? The contact form on mappackpro.io reaches the same phone.