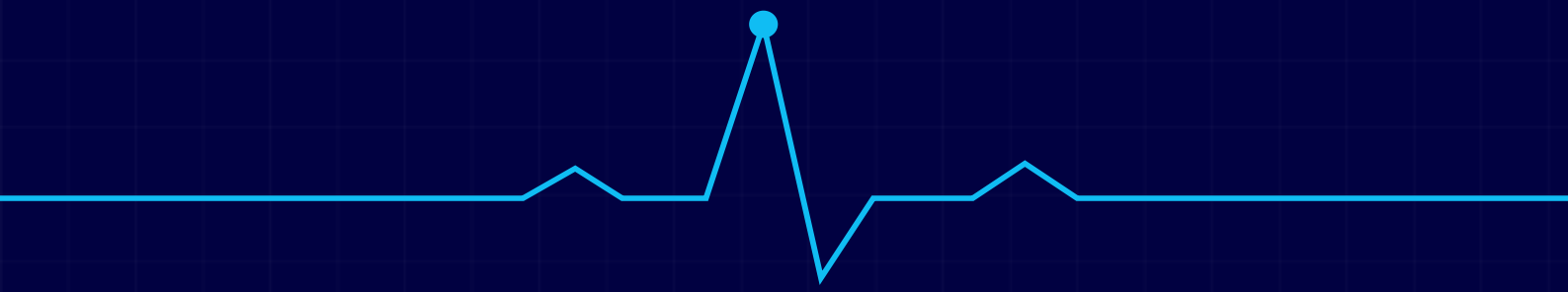
MARKETING HEALTH AUDIT

A practical assessment of your marketing strategy, visibility, conversion and growth readiness.



PREPARED FOR

Harbour Bean Café

A fictional business. All figures are illustrative.

AUDIT DATE
November 2026

REPORT VERSION
01

Contents.

Harbour Bean Café | November 2026



THE SIX AREAS WE SCORE

Brand & Messaging	/15
Website	/20
Search & Local Visibility	/15
Social Media & Content	/15
Email, Lead Nurture & Follow-Up	/15
Analytics, AI & Measurement	/20

01 **Your audit at a glance** 3
Your score, the three things that matter and the cost of waiting.

02 **How to read this audit** 4
What it is based on, how the scoring works and what it covers.

03 **Where you stand today** 5
All six areas on one page.

04 **Area by area** 6
Why you scored there, your strength, the key gap and the fix.

05 **Your biggest opportunity** 9
The one system that unlocks everything else.

06 **Your 30-day plan** 10
Three steps, in the order they need to be built.

07 **Your recommended next step** 11
The right-sized next step and how to get started.

Three things that matter.

OVERALL SCORE

30 /100

Stage 1: Foundations Missing

01

Strong reputation, no winter plan.

212 reviews at 4.7 stars but no strategy to fill quiet weekday mornings.

02

Catering enquiries are slipping away.

Email and follow-up scores 2/15; catering replies happen when you get a minute.

03

No website, no measurement, no loop.

Website score 3/20; no GA4, no Search Console, no way to know what is working.

WHAT THIS COULD BE COSTING YOU

Unchased enquiries

Catering enquiries and lapsed regulars are not being followed up: start counting both.

YOUR GOAL BY MARCH

15% more weekday sales

Weekday sales up 15% from November through to March.

KEY TAKEAWAY

Fix follow-up and regulars first, then build the winter weekday habit.

How this audit works.

Your score comes from your answers to the audit questionnaire, completed 2 November 2026. Reviewed by Nessa O'Brien.

How to read the findings: "you told me" comes from your answers, "your homepage shows" is what I saw on your site, and "in my view" is my professional judgement.

SIX AREAS, 100 POINTS		MAX
Brand & Messaging	Guidelines, consistency, proof and differentiation	15
Website	Recency, landing pages, calls to action	20
Search & Local Visibility	Indexation, local profile, keywords, paid search	15
Social Media & Content	Platforms, posting rhythm, enquiries	15
Email, Lead Nurture & Follow-Up	List, platform, sequences, follow-up process	15
Analytics, AI & Measurement	GA4 use, conversion tracking, AI in daily work	20

Bands, as a share of each area's maximum: Strong 80% and over | Functional 55 to 79% | Developing 30 to 54% | Weak under 30%

YOUR STAGE

0 TO 30	31 TO 50	51 TO 70	71 TO 85	86 TO 100
Foundations Missing YOU ARE HERE	Building the Pieces	Taking Shape	Working System	High Performance

WHAT THIS AUDIT GIVES YOU

+ A score for each of the six areas
+ Your priority marketing gaps
+ Three sequenced actions with named tools
+ The most valuable next step

WHAT IT DOES NOT INCLUDE

– Implementation or campaign build
– A content calendar or SEO audit
– Automation setup
– A full marketing strategy

These are covered in OBC's paid packages.

Where you stand today.

Six areas, scored from your answers. Each bar shows the score as a share of that area's maximum.

Brand & Messaging

8 / 15

Developing — 53%

Website

3 / 20

Weak — 15%

Search & Local Visibility

8 / 15

Developing — 53%

Social Media & Content

5 / 15

Developing — 33%

Email, Lead Nurture & Follow-Up

2 / 15

Weak — 13%

Analytics, AI & Measurement

4 / 20

Weak — 20%

OVERALL SCORE



Stage 1: Foundations Missing

STRONGEST AREA

Brand & Messaging

BIGGEST OPPORTUNITY

Email, Lead Nurture & Follow-Up

STANDOUT PATTERN

Your reputation is your strongest asset, but nothing converts it into winter weekday visits or catering orders.

Brand and website.

Brand & Messaging

8 / 15

DEVELOPING

Evidence confidence: Medium

WHY THIS SCORE

You have a clear, genuine difference: everything baked in house and a team people love. You lose points because there is no website to carry that message and no tagline was confirmed.

KEY GAP

Proof exists on Google and Instagram but is not working to drive winter visits.

STRENGTH

In-house baking every morning is a specific, credible and hard-to-copy point of difference.

DO THIS

Write one sentence that names the bake and the team, and use it consistently on Google Business Profile, Instagram bio and any printed material.

TIME: AN HOUR

Website

3 / 20

WEAK

Evidence confidence: Low

WHY THIS SCORE

No website address was provided, so this area scores very low. Without a site, there is no owned conversion point, no landing page for catering, and no place to send Google searchers.

KEY GAP

No website means no owned page for catering enquiries, menus or winter offers.

STRENGTH

Your Google Business Profile and Instagram presence give you a partial online footprint to build from.

DO THIS

At minimum, create a free Google Sites or Squarespace one-pager with your menu, catering contact form and opening hours before winter.

TIME: THIS WEEK

Search and social.

Search & Local Visibility

8 / 15

DEVELOPING

Evidence confidence: Medium

WHY THIS SCORE

You have 212 Google reviews at 4.7 stars and a Google Business Profile, which is a strong local foundation. You lose points because the profile is rarely updated, Search Console is not set up and you have no keyword awareness.

KEY GAP

A rarely updated profile and no Search Console means you cannot see or improve how you rank.

STRENGTH

212 reviews at 4.7 stars is a genuinely strong local signal for Ballinrue searches.

DO THIS

Update your Google Business Profile this week: add winter hours, a photo of the morning bake, and a post about your catering service.

TIME: AN HOUR

Social Media & Content

5 / 15

DEVELOPING

Evidence confidence: Medium

WHY THIS SCORE

You are active on Instagram and Facebook and you know cake and bake photos drive engagement. You lose points because posting is reactive, a few times a month, with no plan and no link to your winter or catering goals.

KEY GAP

Posting when you remember means winter quietness is not being addressed through content.

STRENGTH

You already know that food photography on Instagram is your most effective content type.

DO THIS

Use ChatGPT to draft four Instagram posts a month in advance: one morning bake, one catering offer, one regular customer story, one winter reason to visit.

TIME: AN AFTERNOON

Email and analytics.

Email, Lead Nurture & Follow-Up

2 / 15

WEAK

Evidence confidence: Low

WHY THIS SCORE

There is no email list and catering enquiries are followed up when time allows. This is the most commercially damaging gap given your three goals.

KEY GAP

No follow-up process means catering orders are being lost to whoever replies faster.

STRENGTH

You already receive catering enquiries by phone and Instagram, so there is real demand to capture.

DO THIS

Set up a free Mailchimp account and a simple sign-up card at the counter for regulars who want to hear about winter offers and catering. Only contact people who have opted in.

TIME: THIS WEEK

Analytics, AI & Measurement

4 / 20

WEAK

Evidence confidence: Low

WHY THIS SCORE

No GA4, no Search Console and no conversion tracking are in place. ChatGPT is used only for Instagram captions. You have no way to know which actions are driving your 1,200 monthly sales.

KEY GAP

Without measurement, you cannot tell whether a Google Business Profile post or an Instagram story brought someone in.

STRENGTH

You use ChatGPT already, which means you can extend it to planning and drafting without a new tool.

DO THIS

Set up a free GA4 property now, even if the website comes later. Use Google Business Profile Insights weekly to track profile views, calls and direction requests.

TIME: AN AFTERNOON

FASTEST FIX

Google Business Profile update: one hour.

HIGHEST IMPACT

Catering follow-up process in place this week.

Catering orders you are not closing.

Enquiries are arriving but no reliable follow-up process exists to convert them.

WHAT THIS COULD BE COSTING YOU

Unchased enquiries

Catering enquiries and lapsed regulars are not being followed up: start counting both.

01 You told me your best customers come from walk-ins and word of mouth, which cannot fill a quiet Wednesday morning in January on its own.

02 The gap is not awareness: 212 people have reviewed you. There is no system to turn that interest into a booked catering order or a repeat visit.

03 Once a follow-up process and a regulars list are in place, your existing reputation does the selling: you just need to show up consistently.

IN YOUR WORDS

"Same as now. Busy summers, scraping through the winter, and me too tired to do any marketing."

Your answer when asked what twelve months of no change would look like.

A QUESTION TO SIT WITH

If one of your catering enquiries this week books a regular office order, how would you make sure that happens again next month without relying on memory?

Three steps, in order.

Fix the follow-up leak first, then activate your existing audience, then measure what is actually working.

1

WEEK 1 | FOUNDATION FIRST

Fix the catering leak.

Create a simple catering enquiry response: a short message template you can send within the hour, with a price list and a call to book. This stops warm enquiries going cold while you are behind the counter.

TOOLS
ChatGPT for the template | Instagram DM saved reply | WhatsApp Business

DONE WHEN
Template sent to next enquiry.

2

WEEKS 2 TO 3 | WARM YOUR AUDIENCE

Warm your regulars.

Put a sign-up card at the counter this week for your loyalty list. Post one winter offer on Instagram and update your Google Business Profile with a catering post. These reach people who already know you.

TOOLS
Mailchimp free tier | Google Business Profile | Instagram

DONE WHEN
20 sign-ups, one post live.

3

WEEK 4 | MEASURE EVERYTHING

Measure what moves.

Check Google Business Profile Insights every Monday: profile views, calls and direction requests. This is your simplest feedback loop until a website and GA4 are in place.

TOOLS
Google Business Profile Insights

DONE WHEN
First Monday check completed.

PARK FOR NOW
Paid ads, blog content.

REVIEW
Every Monday, 15 minutes.

YOUR 90-DAY TARGET
Weekday sales up 15% by March.

The 7-Day Marketing Fix.

From €495

Delivered in 7 days

Your €150 audit fee comes off this price

One focused sprint to build your catering follow-up process and regulars list: the two things most likely to move your winter weekday goal before December.

WHAT WE BUILD TOGETHER

01	Catering response system.	A template that converts enquiries fast.
02	Regulars sign-up setup.	A Mailchimp list ready to use.
03	Google Business Profile brief.	Winter posts written and scheduled.
04	Weekly measurement checklist.	One page to track what is working.

HOW TO START

01
BOOK YOUR CALL

15 minutes with Nessa, included with your audit.

02
AGREE THE PLAN

We confirm the scope and your start date. Your €150 audit fee is credited.

03
GET STARTED

The work begins on the date we agree.

Every audit is reviewed personally by Nessa O'Brien, with 30 years of marketing experience across Ireland, the UK and the USA.

AWARDS: ICSC MAXI 2002 | ICSC SOLAL MERIT 2007

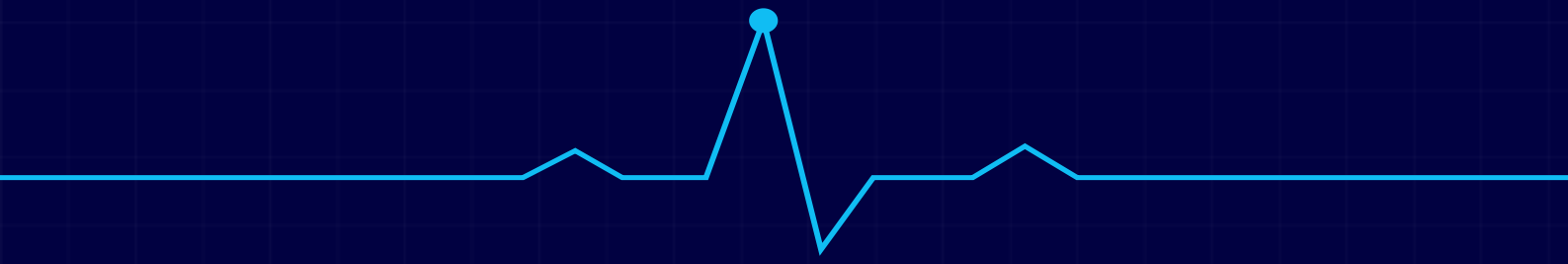
Ready to talk through your results?

Book your 15-minute review call, included with your audit.

Book your call
nessa@obcmarketing.com

Know someone asking the same questions about AI and their marketing? Share the Free AI Readiness Check: aicheck.obcmarketing.com

O'BRIEN CONSULTING
& MARKETING



See what is working. Know what to fix next.

This is a sample report for a fictional business, with illustrative figures. Your own audit is built from your answers and reviewed personally by me.

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BOOK YOUR REVIEW CALL
Book your 15-minute call

FREE AI READINESS CHECK
aicheck.obcmarketing.com

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