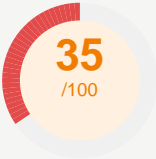


## Alma Pizzeria — Fictitious Sample



Online Presence Score

# D-

Critical — act now

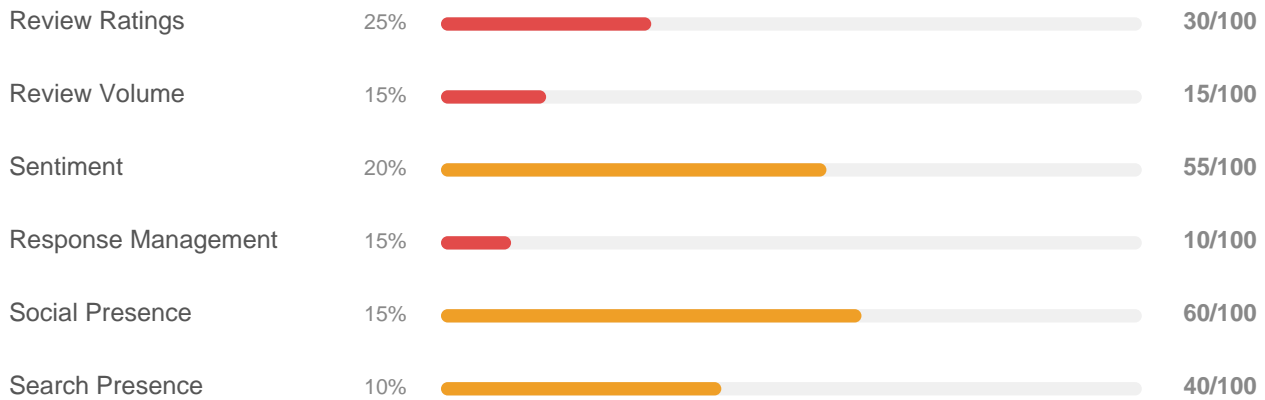
Review Ratings	25%	<div style="width: 25%; height: 10px; background-color: #e53935; border: 1px solid #ccc;"></div>	30/100
Review Volume	15%	<div style="width: 15%; height: 10px; background-color: #e53935; border: 1px solid #ccc;"></div>	15/100
Sentiment	20%	<div style="width: 20%; height: 10px; background-color: #f1c40f; border: 1px solid #ccc;"></div>	55/100
Response Management	15%	<div style="width: 15%; height: 10px; background-color: #e53935; border: 1px solid #ccc;"></div>	10/100
Social Presence	15%	<div style="width: 15%; height: 10px; background-color: #f1c40f; border: 1px solid #ccc;"></div>	60/100
Search Presence	10%	<div style="width: 10%; height: 10px; background-color: #f1c40f; border: 1px solid #ccc;"></div>	40/100

### Executive Summary

**SAMPLE REPORT** — This report uses a fictitious business for illustrative purposes only. All data, scores, reviews, and competitor details are invented and do not represent any real establishment. | Alma Pizzeria opened in February 2026 and is generating exceptional editorial coverage — features across Broadsheet, Timeout, Concrete Playground and Hospitality Magazine — but has almost no public customer review infrastructure after six weeks of operation. A single TripAdvisor review sits at 3.0/5 stars, raising early-days concerns about surcharge transparency and pizza consistency. The venue's Instagram presence (12,800 followers) is a genuine strength, and the editorial depth far exceeds any comparable new opening on Smith Street. The most urgent action is activating a review-gathering strategy immediately: with just one public review and zero owner responses across all platforms, Alma is invisible to anyone searching before they visit. This report establishes the baseline. The 90-day plan treats review infrastructure as the non-negotiable first priority.

## Score Breakdown

Six categories weighted to produce the Overall Online Presence Score.



Category	Score	Weight	Status
Review Ratings	30/100	25%	Critical
Review Volume	15/100	15%	Critical
Sentiment	55/100	20%	Weak
Response Management	10/100	15%	Critical
Social Presence	60/100	15%	Adequate
Search Presence	40/100	10%	Weak

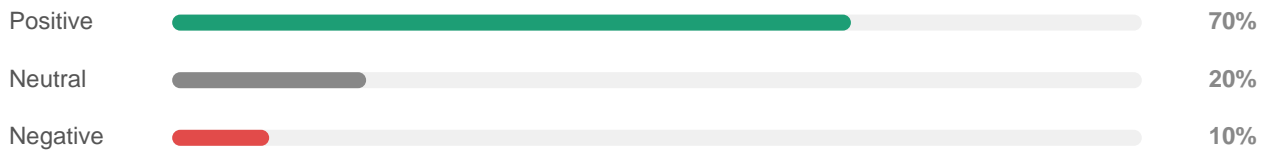
*Note for new venues: Review Ratings, Review Volume and Response Management scores are inherently constrained for a 6-week-old business with no established review corpus. These should be re-evaluated at the 6-month mark. Sentiment and Social scores are the most meaningful current indicators.*

## Platform Ratings & Sentiment

### Review Platform Summary

Platform	Rating	Reviews	Status
TripAdvisor	3.0 ★	1	New — Baseline Only
Google Business Profile	—	0	Unclaimed — No Rating Displayed
Facebook	—	0	No Dedicated Page Found
Uber Eats	—	0	Listed As Closed
ProductReview.com.au	—	0	Not Listed

### Sentiment Distribution



Confidence: LOW. With 1 customer review and 5 editorial pieces, this distribution is indicative only. The 70% positive figure reflects editorial sentiment, not verified customer experience. Re-assess at 90 days.

# Review Theme Analysis

## Positive Themes

<b>Dough technique &amp; quality</b>		5
<i>The 72-hour fermented dough creates an airy structure that still delivers a satisfying crunch — every piece of editorial coverage me...</i>		
<b>Ingredient sourcing</b>		4
<i>Premium ingredients (imported olives, guanciale, buffalo mozzarella, wood-fire Marana Forni oven) are praised across Broadsheet...</i>		
<b>Atmosphere &amp; concept originality</b>		4
<i>Counter-service format with natural wines is described as 'familiar and welcoming' with 'nostalgic, laid-back vibes' (Concrete Playgr...</i>		

## Risk Areas / Negative Themes

<b>Surcharge transparency</b>		1
<i>The sole customer review flags that a cashless-only surcharge was not disclosed before ordering. Note: if a flat 1.5% rate applies a...</i>		
<b>Pizza consistency</b>		1
<i>One reviewer reported a soggy centre with burnt edges simultaneously — a known early-days calibration issue with wood-fired ove...</i>		
<b>Solo diner experience</b>		1
<i>Counter-service format felt unwelcoming for a single diner during peak service. A walk-in solo policy (with reserved counter spots)...</i>		

## Key Findings

#	Severity	Finding
1	<b>Critical</b>	Google Business Profile unclaimed — no star rating or business hours appear in any search result. With just 1 public review visible sitewide, this is the single most urgent action. Visit <a href="https://business.google.com">business.google.com</a> , claim the listing, add hours, category, and photos, and activate the OpenTable booking integration.
2	<b>Critical</b>	Review velocity critically below benchmark. Industry norm for new restaurants: 5–15 reviews/month in first 90 days. Current rate: 0.5 reviews/month (1 in 6 weeks). Launch a review-request strategy this week — QR codes on receipts, post-visit email follow-up, and a staff prompt at handover.
3	<b>Critical</b>	Zero owner responses across all platforms. DOC Pizza (primary competitor) responds consistently to reviews. Zero responses signals to potential diners and to Google that the business is not actively managed. Respond to the existing TripAdvisor review this week — even a brief, professional reply transforms the visible engagement level.
4	<b>High</b>	Name collision on Google: 'Alma Pizzeria' without a suburb qualifier returns results for other venues before this one. All platforms, printed materials, and Google Business Profile should use 'Alma Pizzeria Fitzroy' as the canonical name to ensure local searchers find the correct business.
5	<b>High</b>	ACCC surcharge compliance risk. If a flat 1.5% card surcharge applies to all payment types including EFTPOS and debit, this likely exceeds the allowable cost-recovery surcharge. Verify internally and correct if needed before any public response to the surcharge complaint.
6	<b>High</b>	No Facebook page. Facebook reviews contribute to Google Business Profile visibility. Establishing a page and migrating at least 3–5 reviews there would diversify the review footprint and improve local search signals.
7	<b>Medium</b>	Website (minimal Webflow landing page) has no schema markup, no meta description, and no public phone number. Adding LocalBusiness JSON-LD and a meta description would immediately improve how search engines and AI tools represent the business in results.
8	<b>Medium</b>	Instagram posting frequency (20 posts in 6 weeks) is below optimal for algorithm visibility. Targeting 4–5 posts per week — particularly short-form video of the Tokyo Stretch technique — would sustain the launch momentum and support the natural wine and dough-forward brand story.
9	<b>Low</b>	No TikTok presence. The dough-stretching technique is highly visual and natively suited to short-form video. A single well-produced TikTok showing the 72-hour dough prep could generate significant organic reach with zero media spend.

## Competitor Benchmarking

Metric	Alma Pizzeria — Fictitious Sample	Roma Kitchen	Trattoria Verde	Napoli House
Overall Score	35/100	72/100	65/100	55/100
Google Rating	—	4.3 ★	4.4 ★	4.1 ★
Google Reviews	—	500+	300+	150+
Sentiment	70% positive	Positive	Positive	Mixed
Key Strength	Dough technique & quality	High review volume, consistent owner responses	Loyal local base since 1971, strong regulars	Heritage and nostalgia, long-established brand
Key Weakness	Google Business Profile unclaimed — no star rating or business hours appear in a...	Negative reviews cite noise & wait times — Alma's counter-service format is a potential differentiator	Aging digital presence, no active social strategy	Post-COVID uncertainty, inconsistent review responses

## Review Response Templates

Ready-to-use templates. Personalise [Name] and any bracketed fields before posting.

### Surcharge / Payment Policy Complaint

Thank you for this feedback — and I'm sorry this caught you off guard. You're completely right that the surcharge should be clearly communicated before you order, not after. We've taken steps to add clear signage at the counter and updated our menu to display the surcharge rate upfront. If you'd like to give us another chance, I'd love the opportunity to show you a better experience. Reach out at [hello@almapizzeria.com.au](mailto:hello@almapizzeria.com.au).

— Marco, Alma Pizzeria

### Pizza Quality / Consistency Complaint

This one stings, and I completely understand the disappointment. Getting the base perfect — properly cooked through without catching at the edges — is what our pizzaiolo works towards every service. A miss like this is not what any of us aim for, and early days can be uneven. I'd genuinely love for you to come back and taste what we're capable of on a strong night. Reach out at [hello@almapizzeria.com.au](mailto:hello@almapizzeria.com.au) and I'll take care of you.

— Marco, Alma Pizzeria

### Positive Customer Review (5-star)

[Name], this made our week — thank you. [Reference the specific thing they mentioned, e.g. 'So glad the fermented dough delivered' / 'The guanciale and potato is a favourite here too']. Come back soon — the menu keeps evolving.

— Alma Pizzeria

### Solo Diner / Seating Complaint

I hear you on the space — we're a compact room by design, and a busy service can make solo dining feel like a challenge. We've started reserving a couple of counter spots specifically for walk-in solo diners during peak times. Thanks for sticking it out, and for the honest feedback. We're learning every week.

— Marco, Alma Pizzeria

## Action Plan

### Quick Wins — This Week

1. Claim Google Business Profile at [business.google.com](https://business.google.com) — add hours, category (Italian Restaurant / Pizza Restaurant), 10+ photos, and OpenTable booking link
2. Respond professionally to the existing TripAdvisor review — acknowledge the surcharge concern and pizza feedback specifically; zero responses signals an unmanaged business
3. Add a surcharge disclosure notice at the counter and to digital menus before the next service to prevent repeat complaints
4. Create a Facebook Business Page and publish 3 posts (venue photo, menu highlight, team introduction) — Facebook reviews contribute to Google Business Profile visibility

### Medium Term — 3 Months

1. Activate a review-request strategy: QR code on receipts linking to Google review, staff verbal prompt at handover, post-visit email — target 10 reviews within 30 days
2. Increase Instagram to 4–5 posts/week: dough prep video, ingredient showcase, Friday service atmosphere, natural wine pairings to sustain launch momentum
3. Add LocalBusiness schema markup and meta description to the website (Webflow supports this in site settings) — improves how AI tools represent the business in results
4. Verify ACCC surcharge compliance internally and document corrective action before responding publicly to the surcharge complaint

### Strategic — 6 Months

1. Launch TikTok with dough-stretching technique content — the Tokyo Stretch method is genuinely unique and highly visual; a single well-produced video could generate significant organic reach
2. Build a consistent review response cadence: respond to every review within 48 hours, acknowledge specific details, keep responses under 100 words
3. At the 6-month mark, run a second GoodImpression audit to measure progress against this baseline — target overall score 60+ by August 2026
4. Use 1-star reviews as operational feedback, not just reputation management — log every complaint, track frequency, report at monthly team meetings

## Methodology

Category	Weight	What It Measures
Review Ratings	25%	Average star rating across all review platforms
Review Volume	15%	Total reviews, velocity, and recency
Sentiment Analysis	20%	Positive-to-negative ratio across all public mentions
Response Management	15%	Response rate, quality, and speed
Social Presence	15%	Social media activity, mention volume, and sentiment
Search Presence	10%	Branded SERP health, Knowledge Panel, page-1 results

Score	Grade	Interpretation
90–100	A+	Exceptional — strong advocates across all platforms
80–89	A	Strong — consistently positive with minor gaps
70–79	B	Good — positive with notable areas for improvement
60–69	C+	Room for improvement — equal positives and gaps
50–59	C	Concerning — more gaps than strengths
40–49	D	Poor — significant issues across categories
30–39	D-	Very poor — dominant negative or missing signals
0–29	F	Critical — minimal online presence or severe issues

Data is collected from publicly-available sources: Google Maps, ProductReview.com.au, Trustpilot, Facebook, Word of Mouth, Oneflare, LinkedIn, Twitter/X, Reddit, and branded search results (Google SERP). All data reflects the state of the business's online presence at the time of the audit.