

Social Media Audit

A South Coast general contractor

the South Coast

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This is a redacted version. Business name, handles, exact figures, and comparable identities have been removed.

At-a-Glance Scorecard

Category	Points	Key Finding
Presence and Coverage	7.4/20	Seven platforms checked. One major platform under a personal name. Two platforms absent entirely.
Consistency and Cadence	6.7/20	Sporadic posting. One platform dormant 14+ months. Brand name and address conflicts across platforms.
Content Quality	8.0/20	Limited variety. Mostly promotional. Geographic targeting strong with multi-town location pages.
Engagement and Community	5.3/20	Zero review responses across all platforms. No earned media despite long business history.
Discoverability and Conversion	11.2/20	Best category. Instant quote tool, strong GBP, leads local aggregator rankings.

Liability Findings

Liability	Finding
L1: Wrong hours	Website says Saturday: Appointment Only. Google, BBB, and Angi say Closed.
L2: Wrong address	Two directory listings show a wrong street address.
L3: Duplicate listings	Duplicate listings found on three platforms, including one with a lower rating.

Overall: 39/100. The website is professionally built and the conversion tools are above average. Nearly everything around it is neglected.

Grade and Industry Ranking

F

Effectively invisible online, or actively publishing wrong information.

Score: 39 out of 100. Scored on 21 of 22 components (engagement rate not publicly readable).

Ranks 2nd of 8 comparable contractor general businesses reviewed on the South Coast, approximately the 75th percentile of this set. Percentile is measured against the comparison set described in the appendix, not against all businesses nationally.

Executive Summary

This business has been operating on the South Coast for decades. The website is the best first-party asset in this audit: an instant estimator tool, multi-town location pages, and clean Open Graph tags. The primary review profile is strong at 4.7 stars. The Calls to Action score (4/5) is the highest single component in the audit.

What is costing them: nobody is minding the accounts that exist. Zero review responses across all platforms. One major platform dormant for over a year. Another running under a personal name instead of the business. Two relevant platforms absent entirely. Wrong hours on one listing, a wrong address on another, and duplicate listings on three platforms mean customers searching find conflicting information before they ever reach the website.

The fastest path to measurable improvement is the first 30 days of the fix plan: correct the wrong information, respond to existing reviews, fix the display name, and merge the duplicate listings. These are all free, take under two hours total, and remove the three liability findings.

If you only fix one thing this month, fix this: reply to reviews. A large review volume with zero responses tells every prospect reading them that nobody is listening.

What You Are Already Doing Right

The website converts. An instant estimator delivers a quote in one click from the homepage. A contact form, an estimate form, a prominently displayed phone number, and a clickable email give prospects four ways to reach you. That is above the local norm.

The Google review profile is the strongest public asset. A high review count at 4.7 stars makes this the highest-volume reviewed general contractor locally on every aggregator that indexes Google. That did not happen by accident.

Geographic targeting is thorough. Individual location pages for dozens of towns, each with town-specific copy, give search engines a reason to surface this business in local results across a wide service area.

The founder story is authentic and compelling. An immigrant origin story, a multi-generation family business, and a crew introduced by name. That is the kind of story that earns press and builds trust. It is not being used outside the About page.

You rank first among local general contractors on at least one aggregator by review volume. That lead is real and defensible.

Five Things You Can Fix This Week, For Free, Whether or Not You Ever Work With Us

1. Reply to the most recent 10 Google reviews with a one- or two-sentence thank-you that names the project type.

Why: A large volume of reviews with zero responses tells search engines and prospects nobody is minding the store. Responses are free and take about 15 minutes total.

2. Log in to your Google Business Profile and correct Saturday hours to match your website (Appointment Only, not Closed).

Why: A customer who sees 'Closed' on Google will not call. A customer who shows up to a 'closed' office on Saturday and finds the door open loses trust in every other detail you publish.

3. Change the Instagram display name from a personal name to the business name and update the bio.

Why: Someone searching for a local contractor will never find an account named after a person.

4. Claim or merge the duplicate listing on a major lead platform that shows a wrong address and lower rating.

Why: That orphan listing is the first thing some users see. Its wrong address and lower rating undercut your real profile with 5-star reviews.

5. Add the LinkedIn company page URL to your website footer alongside the other social icons.

Why: You already have the page. Linking it from your site tells Google it is yours and lets commercial prospects and referral partners find your professional profile.

Industry Comparison

Reduced fast subset: Facebook (weight 12) + Instagram (15) + Short-form Video (8) + Reviews (10) = 45 of 100. As observed on 2026-09-18.

Rank	Business	City	Fast	FB	IG	Vid	Rev
1	Comparable A	--	59.6	4	2	2	4
2	YOU	--	46.2	3	2	1	3
3	Comparable B	--	24.0	2	0	0	3
4	Comparable C	--	24.0	2	0	0	3
5	Comparable D	--	19.6	2	0	0	2
6	Comparable E	--	15.1	2	0	0	1
7	Comparable F	--	14.2	1	0	0	2
8	Comparable G	--	8.9	0	0	0	2

States facts only. No judgment about any comparable's business quality, staff, products, or owner. The comparison covers social media execution only.



30/60/90-Day Work Plan

All figures reflect publicly visible information as of 2026. Figures may have changed since.

What Avalon Would Do

