

Social Media Audit

An anonymised case study

A florist and wedding floral designer on the Massachusetts South Coast

Observed August 2026

This is the public, anonymised version of a free audit Avalon Partner runs for one South Coast business every weekday. The business's name, its address, its handles, its exact figures and the names of every business it was compared against have all been removed. What is left is the pattern, because the pattern is what is useful to everybody else.

The audit was sent to the owner in full, privately, with the name attached and nothing withheld. This version exists so that other local businesses can learn from it without anyone being held up as an example.

Result

Graded F, at 44 out of 100, scored on 18 of 22 components.

Ranked first of ten comparable independently owned South Coast florists, approximately the 90th percentile of that set.

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What we found

The content was not the problem. It almost never is.

This shop replies to every review it can actually see, on the one platform that publicly shows whether an owner replied. Every public review of it, across four separate platforms, sits at five stars, and the newest was two weeks old on the day we looked. On the wedding marketplace where its event work lives, it ranks first in two of the three city categories we read end to end, ahead of two other regional florists we had separately scored. Its website is technically well built: every page returns cleanly, there are no dead links, no mixed content, one heading structure per page done correctly, and every social icon on it points at an account the business genuinely owns.

What was costing it was wiring, and almost all of it was free to fix.

The site could not agree with itself about Sunday. Two differently labelled opening-hours components sat on the same page. One was preceded by a line saying the shop was closed on Sunday. The other listed Sunday hours. The two statements were about ninety characters apart, in the same block of text, on the homepage and on the contact page. Five trading hours a week were in dispute, and for a florist Sunday is sympathy and wedding-setup day.

Six different versions of the address were live across the web. Two of them put the business in a different town, and one of those sat on a neighbourhood-network page whose slug belonged to a completely different business, carrying the florist's correct phone number against a foreign street address, unclaimed, with a live claim-this-page button on it.

The single strongest asset was not linked from the website at all. The paid marketplace listing holding every one of its five-star wedding reviews and two years of award recognition was not referenced anywhere on the business's own domain. Worse, that listing was publishing an old website on a different platform as the business's web address, and the old site was still live.

Nearly a third of the pages had no share image. Including the homepage and the wedding gallery. Every time the owner posted her own link to her own social page, the platform had nothing to render, so it appeared as a blank box.

And the local hashtags had quietly stopped. A post from 2024 carried a textbook set of town-level tags covering the whole delivery radius. Every post we read from this year carried none. Two of the tags still in use were broken: one had a space after the hash symbol, so it indexed nothing at all, and one was a misspelling.

Why the grade and the rank disagree, and why that matters

This business graded F and came first out of ten. Both numbers are correct, and the distance between them is the most useful thing in the whole report.

The absolute score measures a presence against what a well-run presence looks like. The rank measures it against what businesses in the same category around here actually do. A business can be ahead of its entire field and still be leaving a great deal on the table, and that is a good position to be in, because the work in front of it is housekeeping rather than reinvention.

It also means the letter grade is the least useful number we produce. We publish it because we publish everything, and we tell owners plainly that the score and the rank are the two worth their attention.

Four things any local business can take from this

How the audit works, and what it costs

Twenty-two components across five weighted categories, plus three named liability findings, scored 0 to 5 against fixed anchors. Presence and coverage. Consistency and cadence. Content quality. Engagement and community. Discoverability and conversion. Everything is observed from publicly visible sources only, with no access to analytics, ad accounts or any private data, and no signing in to any platform.

Where something cannot be verified from outside, it is removed from the score rather than marked zero, and the report says which components were removed and notes that the removal biases the grade downward, because the components that hide behind a sign-in wall are the ones a well-run business tends to score well on. In this audit four of the twenty-two came out on that basis.

Absence is only ever claimed on a platform where we have proved, on the day, that the platform returns a clean not-found for an invented name and a real profile for a known one. Where that test cannot be run, nothing is claimed. No figure in any Avalon audit is estimated.

The offer

Avalon Partner audits one South Coast business every weekday, at no cost and with no obligation. The report is delivered in full, including a page of fixes the owner can carry out alone, for free, without hiring anybody. If an owner takes those fixes, never replies, and improves without paying us a penny, that is a successful outcome as far as we are concerned.

If you would rather have the plan executed than recommended, social media management runs \$1,500 to \$5,000 per month depending on scope and channel count, and standalone audits and one-time cleanups run \$500 to \$1,500. Where the findings are a finite list of pages, links, listings and settings, as they were here, we will tell you the one-time cleanup is the honest recommendation and say so in writing.

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