

AVALON PARTNER

Social Media Audit

Anonymised case study

An independent retailer, small-town South Coast Massachusetts

Summer 2026. Identifying detail removed.

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What this is

Avalon Partner audits one independently owned South Coast business every weekday, free of charge, across twenty-two components of its public social media presence. This is a redacted copy of one of those audits, published so other owners can see what the process looks like and run a rough version of it themselves.

The business name, the owners, the street, the handles, the exact figures and every source link have been removed. What remains is the shape of the problem, which is the part that generalises.

The shape of it

This was an independent retailer in a small South Coast Massachusetts town, trading across several product lines with a small food and drink operation attached, and running a recurring programme of several different evening and daytime events every month.

It scored in the low forties out of a hundred, which is a fail on the scale, and it was the joint highest score this campaign has produced in sixteen audits. Both of those things are true at once, and the gap between them is the finding.

What was working

- Every social link on every page of the website pointed at the business own accounts. No template default, no dead handle, no wrong destination. That is rarer than it should be.
- One handle and one display name across both platforms the business runs. Identity did not fragment on the surfaces the owner controls.
- All the photography on the site was original. Camera-original filenames, the real interior, the real shelves, the real room. Not one stock image anywhere.
- Ratings were strong on every review surface that could be read, on all of them in the fours.
- The About page carried a genuinely researched history of the place, written in the owner voice. Better writing than most agencies produce.

What was costing them

- Twelve local category searches were run for the town. The business own website ranked in none of them. It appeared at all in four, and every one of those four was through a surface it does not own.
- It was invisible for most of what it actually sells, including one search where a competitor own website took two of the visible slots and it took none.
- Its recurring events had no day and no time published anywhere a search engine could read them, because the homepage told visitors to check the social feed for the calendar.
- The site carried no structured data of any kind. Nothing told a search engine what the business actually sold, or that it had an events calendar at all.

- One unclaimed directory published the shop as open on a day it is closed. Two phone numbers that appear nowhere in the business own material were circulating on two independent directories.
- A live, revenue-generating online storefront the business runs was linked from no page of its own website.
- A menu existed only as a photograph of a board, so neither a search engine nor a screen reader could read a single item on it.
- Not one image on the site carried alt text.

The lesson, if you take one thing

Nothing on that list is a creative failure. The owners are good at the hard part. They take their own photographs, they write in their own voice, they run a real events programme, and the people who find them are happy. The failures are all mechanical, they are all invisible from inside the business, and almost all of them are free to fix.

The single largest one was the events calendar. A recurring programme that exists only on a social feed does not exist to a search engine, and therefore does not exist to the neighbour who is typing the name of that exact event plus the name of the town into a search box tonight. Moving it onto a page you own, with dates and times as text, costs an afternoon and nothing else.

The second largest was listings hygiene. Wrong opening days and stray phone numbers on directories nobody has claimed will keep quietly turning customers away for years, and the owner never sees it happen, because the owner never looks up their own business the way a stranger does.

The general rule this campaign keeps rediscovering: check the things the owner cannot see, because those are the ones that survive. Defects that persist for years are precisely the ones invisible from the inside. That is the whole argument for having somebody outside look.

How this audit was run

Twenty-two components across seven platforms, the business own website, fourteen listing and review surfaces, and twelve verbatim local search queries, all from publicly visible information with no access to analytics, advertising accounts or internal data.

Twelve of the twenty-two components could not be verified from outside on this particular audit and were removed from the weight base rather than scored zero. The major platforms block access to anyone not signed in, and the components that disappear behind those login walls are consistently the ones a well-run business scores well on. That biases a score of this kind downward and it is disclosed on every report Avalon produces.

No advertising spend, reach, impressions, profile visits, click-through rate, website traffic, revenue or audience demographic appears in any Avalon audit. None of it is publicly visible. Anyone who sends you a free audit containing those numbers has invented them.

Want yours looked at?

Avalon Partner audits one South Coast business every weekday, free, with no obligation and nothing withheld. If you want the plan executed rather than just recommended, one-time cleanups run \$500 to \$1,500 and ongoing social media management runs \$1,500 to \$5,000 a month depending on scope and channel count. The audit is free either way.

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