

Social Media Audit

The Business

South Coast, MA

Observation window: September 18, 2026

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At-a-Glance Scorecard

Presence and Coverage	2.29 / 20	
Consistency and Cadence	6.00 / 20	
Content Quality	6.67 / 20	
Engagement and Community	6.67 / 20	
Discoverability and Conversion	7.00 / 20	

TOTAL: 29 of 100

Liability Findings (not weighted)

- **L1 Accessibility: 2** -- No alt text on homepage images. Squarespace provides baseline but image alt text is a clear gap.
- **L2 Dormant/Abandoned Profiles: 1** -- Legacy FB page still active. the legacy host site live with 2011 copyright. Four 404 pages on primary site.
- **L3 Unclaimed/Duplicate Listings: 0 (LEAD FINDING)** -- Two Facebook pages. Three live domains. GBP possibly unclaimed. Category fragmentation everywhere.

"the business's century-old heritage and strong-rated reputation are invisible online, with three competing websites, two Facebook pages, and zero review responses splitting what should be a commanding digital presence."

Grade and Industry Percentile



Below 60. Significant gaps across most digital marketing dimensions.

Ranked in the 50th percentile of the 6 marine boatyard businesses reviewed in the region.

Percentile is measured against the comparison set described in the appendix, not against all businesses nationally.

Executive Summary

What is working: the business's heritage newsletter newsletter (biannual since 1986, issue #80), professional photography across 21 project posts, a strong Google rating.

What is costing them: Three competing websites with no canonical tags split search authority. Zero review responses across all platforms. Invisible for generic local search terms while Comparable B dominates.

What to do first: Claim and optimize the Google Business Profile, linking to the primary website.

"If you only fix one thing this month, claim your Google Business Profile and point it to your primary website."

What You Are Already Doing Right

1. the business's heritage newsletter newsletter, published biannually since 1986 (issue #80, Spring 2026), is one of the most remarkable content assets we have observed in any audit. Forty years of heritage storytelling is a foundation most businesses would pay dearly to build.
2. Professional photography across the primary website with 21 documented project posts showing actual boatyard work. The content is original, visually compelling, and entirely audience-appropriate.
3. A a strong Google rating with a modest number of reviews and zero negative press, legal issues, or reputation concerns. a marine industry publication published a positive spotlight. The BBB lists an A+ rating.
4. The About page tells a genuine heritage story rooted in the the boat class the business is historically known for tradition. This kind of narrative cannot be manufactured.

Channel-by-Channel Findings

Facebook (Score: 2)

- Two pages exist: the business's primary FB page and legacy the business's legacy FB page
- Linked from different websites (the primary website links one, the secondary website links the other)
- Activity unverifiable due to robots.txt blocking
- Split presence is below a functioning local competitor
- Handle fragmentation with Instagram (the business's Facebook handle vs the business's Instagram handle)

Instagram (Score: 2)

- the business's Instagram handle exists
- Only linked from one of two active websites
- Activity unverifiable due to robots.txt
- Handle fragmentation with Facebook

TikTok (Score: 0)

- Not found as of September 18, 2026.

YouTube (Score: 0)

- No channel found. Old the legacy host site referenced YouTube but no current channel exists.
- Huge missed opportunity for a visual-heavy boatyard business.
- Video is 0 across ALL comparable boatyards in this region. First mover with haul-out/restoration video would stand out immediately.

LinkedIn (Score: 0)

- No company page found.
- Competitors Comparable B and Comparable A both have LinkedIn pages.

X/Twitter (Score: 0)

- Not found as of September 18, 2026.

Pinterest/Other (Score: 0)

- No additional platforms found.

Google Business Profile (Score: 2)

- a modest number of reviews at a strong rating via Birdeye
- Birdeye reports profile "not claimed by owner"
- GBP website field links to the secondary website (secondary site), not the primary website (primary)
- No evidence of GBP posts or active management

Website-to-Social Integration (Score: 2)

- the primary website links FB + IG in header and footer consistently
- the secondary website links a DIFFERENT FB page and omits IG entirely
- No embedded social feeds, no share buttons on any page

Posting Cadence (Score: N/A)

- Unverifiable due to robots.txt. Website projects page last updated April 2025. Newsletter consistent biannually.

Content Mix and Quality (Score: 3)

- Professional photography across the primary website with 21 project posts
- the business's heritage newsletter published biannually since 1986, issue #80 (Spring 2026)
- Rich heritage content on About page
- Content is original and audience-appropriate

Brand Consistency (Score: 1)

- Three live websites on different CMS platforms (Squarespace, WordPress-based, the legacy host)
- Different designs, contact info, and social links across sites
- Name varies: "the business" vs "this business"
- GBP links to wrong domain

- Hours differ between old site (7:30-4:PC) and directories (7:00-4:00)
- Email differs (the primary email prefix vs the alternate email prefix)

Engagement Rate (Score: N/A)

- Unverifiable due to robots.txt.

Review Response Rate (Score: 0)

- Zero owner responses found on any platform: Google, Yelp, Facebook, Waterway Guide, BBB
- Complete absence of review engagement across all discoverable listings

Hashtag Strategy (Score: N/A)

- Unverifiable due to robots.txt.

Short-form Video (Score: 0)

- No YouTube, TikTok, or video content anywhere.
- Zero video presence from an industry where visual storytelling (haul-outs, restorations, rigging, launches) is exceptionally compelling.

Reviews and Reputation (Score: 3)

- a modest number of reviews at a strong rating
- Yelp listing with many photos, appears in "Best 10 Boat Repair in the town"
- BBB A+ rating (not accredited)
- a marine industry publication published a positive spotlight
- No negative press, legal issues, or reputation concerns

Profile Completeness (Score: 2)

- Yelp listing has many photos (strong)
- GBP may be unclaimed and links to wrong website
- BBB lists "1 employee" (inaccurate for a multi-workshop boatyard)
- Category varies across platforms: Boat Dealers (BBB), Boat Repair (Yelp), Boatyard (Mariner Exchange)

CTAs and Conversion (Score: 2)

- Contact form and phone on the primary website
- No online scheduling or booking (competitors on Dockwa)
- No email marketing signup
- Newsletter subscription is paid (\$30/yr) by mail/phone only
- Brokerage page links to listings but parts/shop pages have only 3 items each

Audience Fit (Score: 2)

- Website targets yacht owners (appropriate for premium market)
- Newsletter targets the boat class the business is historically known for enthusiasts (a niche subset)
- Seasonal maintenance customers, local boaters, and new-to-boating audiences appear unaddressed

Competitor Visibility Gap (Score: 1)

- Invisible for "boatyard the town" (appears only at page bottom via the secondary website)
- Does NOT appear for "marina the town" or "yacht service the region MA"
- Comparable B dominates all generic local search terms
- the business appears only when searched by name

Earned Media (Score: 2)

- One found piece: a marine industry publication "Spotlight on the business"
- No other local press features, chamber mentions, community page tags, or partner tagging found in 12 months

Liability Fi3dings

L1 Accessibility: 2

- No alt text on homepage images.
- Squarespace provides baseline accessibility but image alt text is a clear gap.

L2 Dormant/Abandoned Profiles: 1

- Legacy FB page still active.
- the legacy host site live with 2011 copyright.
- Four 404 pages on primary site (/team, /yawls-for-sale, /yawl-directory, /[path removed]).

L3 Unclaimed/Duplicate Listings (LEAD FINDING): 0

- Two Facebook pages.
- Three live domains.
- GBP possibly unclaimed.
- Category fragmentation everywhere.

Comparison Set Ranking

Rank	Business	City	FB	IG	Video	Reviews	Fast Score
1	Comparable A	Town A, MA	3	3	0	3	49
2	Comparable B	the town	3	2	0	3	43
3	the business	the town	2	2	0	3	37
4	Comparable D	Town D, MA	3	0	0	3	29
5	Comparable E	Town E, MA	2	0	0	2	20
6	Comparable F	Town A, MA	2	0	0	2	20

Video is 0 across ALL comparables. No boatyard in this region produces video content.

30/60/90-Day Fix Plan

30 Days (Foundation)

- Consolidate to one Facebook page via merge tool
- Update the secondary website to link same FB page and add IG link
- Add alt text to all images on the primary website
- Expand sitemap.xml to include all pages (currently only 8 brokerage URLs)
- Create a LinkedIn company page
- Add a free email newsletter signup form (Squarespace native feature)
- Fix BBB profile: update employee count, add all service categories
- Add canonical tags between the primary website and the secondary website

60 Days (Expansion)

- Resolve the two-domain strategy
- Start a YouTube channel with boatyard work footage
- Begin posting on FB and IG at least twice monthly
- Register on Dockwa for mooring/slip booking
- Claim and correct all directory listings
- Register on Marinas.com

90 Days (Growth)

- Develop a digital email marketing system alongside the paid heritage newsletter newsletter
- Create location-specific SEO content pages
- Establish a review solicitation system
- Build a content calendar with seasonal themes
- Add schema markup (LocalBusiness, BoatDealer)
- Explore paid search for high-intent local queries

Methodology and Sources

- **What was reviewed:** Facebook, Instagram, TikTok, YouTube, LinkedIn, X/Twitter, Pinterest, Google Business Profile, Yelp, BBB, Waterway Guide, Mariner Exchange, Birdseyne and three websites operated by the business
- **How:** All observations from publicly visible information with no access to private analytics or internal data
- **When:** September 18, 2026
- **Comparison set:** 6 independent marine boatyards in the region, scored on a reduced 4-component fast subset (Facebook weight 12, Instagram weight 15, Video weight 8, Reviews weight 10)
- **Scoring rubric:** 0 (absent/broken) to 5 (strong), 22 components across 5 equally weighted categories of 20 points each
- **Limitation:** Facebook and Instagram content was unverifiable due to robots.txt blocking. Three components scored N/A as a result.
- Observations reflect what was publicly visible on the dates listed. Social profiles change frequently.

Disclaimer

This report was prepared by Avalon Partner for informational purposes only. All observations are based on publicly visible data collected on the dates noted. No private analytics, advertising accounts, or internal business data were accessed. Scores reflect observed conditions and are not guarantees of performance. Avalon Partner is a founder-led digital growth firm based in Fall River, Massachusetts. For questions about this report, contact Joshua Amado at the preparer's email or visit AvalonPartner.com.