

SociP5 Mo3ia Audit

At-a-Glance Scorecard

Category	Score	Weight	
Presence and Coverage	10.67	/ 20	
Consistency and Cadence	12.00	/ 20	
Content Quality	12.00	/ 20	
Engagement and Community	12.00	/ 20	
Discoverability and Conversion	12.00	/ 20	
TOTAL	59	/ 100	

Liability Findings (Not in Rollup)

L1 Accessibility	1 / 5	Pervasive missing alt text.
L2 Dormant Profiles	2 / 5	A delivery listing marked unavailable; a directory with wrong hours.
L3 Unclaimed/Duplicate	3 / 5	No duplicates. Some auto-generated directory listings.

Summary: 59 of 100. Grade F.

Grade and Competitive Position

F

59 of 100 Points

A grade of F means the business scores below 60 on a 100-point absolute scale measuring social media presence, consistency, content quality, engagement, and discoverability. This grade reflects the instrument, not the business. A restaurant can serve exceptional food, earn thousands of reviews, and still grade poorly when its digital distribution does not match the quality of what it delivers in person. That is exactly what happened here.

Despite the grade, this restaurant ranked 1st of 9 comparable restaurants reviewed in the Dartmouth, MA area, approximately the 89th percentile of this comparison set. The grade measures against an absolute anchor. The rank measures against the local competitive field. Both are useful. The grade says how far there is to go. The rank says this business is already ahead of every comparable restaurant in the area on social media execution, which means the gap is an industry-wide opportunity, not a unique failure.

Ranked 1st of 9 | 89th Percentile

Executive Summary

What is working:

- Exceptional review volume and ratings across multiple platforms, with thousands of reviews and strong averages that most local businesses spend years building.
- Facebook is the strongest social platform among comparable restaurants in the area, with active events programming, community content, and video infrastructure.
- Conversion paths are clear and functional: reservations, online ordering, catering, and gift cards all work from the website.

What is costing them:

- The Instagram link on the website points to the wrong handle. Every visitor who taps it lands on a dead end or the wrong page.
- Friday and Saturday closing hours disagree between the website and every major third-party platform. A customer checking any of those platforms arrives expecting later service.
- The business courts a nearby university's student audience with a dedicated discount night but is absent from the platform where that audience lives.

If you only fix one thing this month, fix the Instagram link on your website. It takes two minutes and it stops sending every website visitor to the wrong place.

What You Are Already Doing Right

- Reviews are exceptional. Thousands of Google reviews at a strong rating. Over a thousand reviews on a major reservations platform. Hundreds on other review sites. Combined identifiable reviews across platforms number in the thousands. This is an extraordinary asset that most businesses spend years building.
- Facebook is the strongest social platform among comparable restaurants in the area. Active business page with events programming, community content, employee spotlights, and video infrastructure. No comparable restaurant scored higher.
- Conversion paths are clear and functional. A reservations platform works for bookings. An online ordering system works for takeout. A catering platform works for events. Gift card purchasing is available. Multiple calls to action on the website. A customer who finds the business can act immediately.
- Audience targeting is thoughtful. Specific programming for university students, families, the happy hour crowd, and event and catering customers. Content speaks to the actual buyer.
- LinkedIn presence exceeds the local norm. A company page with multiple employee profiles linked is unusual for a local restaurant and positions the business for hiring and B2B relationships.

Five Things You Can Fix This Week, for Free

Whether or not you ever work with us.

1. Fix the Instagram link on the website.

The website links to the wrong handle. The active account uses a different handle. Change the link in the website CMS. Two minutes.

2. Correct Friday and Saturday hours across platforms.

The website shows one closing time; major third-party platforms show another. Determine which is correct, then update every surface to match.

3. Fix a third-party directory listing showing wrong hours.

One directory shows wrong hours for every day of the week. Fix or suppress the listing.

4. Remove a delivery platform listing marked UNAVAILABLE.

Customers who search that platform find a page that goes nowhere. Either reactivate delivery or request removal.

5. Add alt text to website images.

The logo has an empty alt attribute. Food and interior images lack descriptive alt text. Free to fix, widens accessibility.

Calls to Action**4 / 5**

Reservations, online ordering, gift cards, catering, and events accessible. One dead-end listing.

Competitor Visibility**3 / 5**

Dominates category-specific searches. Invisible in generic restaurant searches.

Competitive Ranking

Ranked against 8 comparable independently owned restaurants in Dartmouth, MA. Scored on a reduced four-component subset: Facebook, Instagram, Short-Form Video, and Reviews. All scored on the same date from publicly visible information.

Rank	Business	FB	IG	Video	Reviews	Fast Score
1	TARGET (YOU)	4	3	2	4	66.2
2	Comparable A	3	3	0	4	53.8
3=	Comparable B	3	3	1	3	52.9
3=	Comparable C	3	3	1	3	52.9
5=	Comparable D	3	3	0	3	49.3
5=	Comparable E	3	3	0	3	49.3
7	Comparable F	3	2	0	4	47.1
8	Comparable G	3	3	0	2	44.9
9	Comparable H	3	1	0	3	36.0

Median fast score across all 9: 49.3. The target at 66.2 is above the median. Percentile is measured against this comparison set, not against all businesses nationally.

30 / 60 / 90 Day Fix Plan

First 30 Days: Stop the Bleeding

- Fix the Instagram link on the website. Two-minute fix. Zero cost.
- Resolve Friday and Saturday hours discrepancy across all platforms.
- Claim and correct a directory listing showing wrong hours for every day.
- Fix or remove a delivery platform listing marked unavailable.
- Add alt text to all website images.
- Standardize handles across platforms to one convention.
- Check and correct hours on a beer-tracking platform.
- Add Open Graph description and image tags to the website.

Days 31 to 60: Build the Machine

- Create a short-form video account and start posting weekly.
- Restart short-form video on existing platforms.
- Create a video channel. Start with short vertical content.
- Build a branded hashtag strategy with local and industry tags.
- Add structured data markup to the website.

Days 61 to 90: Compound It

- Pursue fresh earned media with local outlets and food bloggers.
- Address the search gap near a nearby university.
- Audit and claim all third-party directory listings.
- Tighten posting cadence to at least 3 posts per week across platforms.

Methodology and Sources

This audit reviewed 18 scored components across five categories: Presence and Coverage, Consistency and Cadence, Content Quality, Engagement and Community, and Discoverability and Conversion. Four components (Pinterest, Google Business Profile, Engagement Rate, and Response to Comments) were marked not applicable due to platform login walls or lack of demand signal and were removed from the weight base rather than scored zero.

Each component is scored 0 to 5 against universal anchors: 0 = absent or harmful, 3 = functional and matching a typical local competitor, 5 = strong enough for a business three times the size. Category scores are computed as the mean of scored components divided by 5, multiplied by the category weight of 20, then summed to a 0-to-100 total.

Three additional liability findings (Accessibility, Dormant Profiles, Unclaimed Listings) are scored separately and do not enter the weighted rollup.

The competitive ranking uses a reduced four-component subset (Facebook, Instagram, Short-Form Video, Reviews) scored identically for all businesses on the same date. This subset excludes components that cannot be consistently scored from outside platform login walls.

Components scored behind login walls are consistently the ones a competent business scores well on, which biases the overall grade downward. A well-run channel would raise the affected categories.

All figures reflect publicly visible information as of the audit date and may have changed since. This audit uses only what any customer could find. No access to private analytics, ad accounts, or internal data was used or implied.

Next Steps

This restaurant has built something people love. The review volume alone proves that. The gap is not quality. The gap is that not enough people can find it to love it. The fixes outlined in this audit address distribution, not production. Most of them cost nothing and take less than an hour.

If you want the fix plan executed rather than just recommended, Avalon manages social media for local businesses on a monthly retainer, typically \$1,500 to \$5,000 per month depending on scope and channel count. Standalone audits and one-time cleanups run \$500 to \$1,500. This audit was free and stays free either way.

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