

FICTIONAL SAMPLE Illustrative business, evidence, and scores. Actual reports reflect the public view at review time.

OBSERVATION CONTEXT August 25, 2026 | Public mobile + desktop views | Yakima, Washington

Pine & Gear Bicycle Repair

Yakima, Washington | Customer goal: Get more repair quote requests

78 OUT OF 100
STRONG

DIAGNOSIS

Credible presence. Avoidable friction.

Customers can find the business, but conflicting hours and an unclear next step create hesitation before contact.

Your three highest-priority actions

01

Make the next step obvious

Put one clear repair quote or appointment action near the top of the homepage and match it on Google.

02

Fix the Friday hours mismatch

Google shows a 5:00 PM close; the website says 6:00 PM. Confirm the correct time and make every public source agree.

03

Refresh the visual proof

Add a small set of recent repair photos so customers can judge current work instead of relying mostly on older images.

BOTTOM LINE

Pine & Gear already gives customers enough reason to trust the business. The fastest improvement is removing the inconsistencies and dead ends that make a customer hesitate.

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Six-category scorecard

A structured summary of the public customer experience—not a search-ranking prediction.

GOOD — working

WATCH — friction

FIX — priority

Category	Score	Read	What it means
Findability	16 / 20	Good	Customers can locate the business and understand the basic service.
Core information	14 / 16	Good	Most essential facts agree, with one visible hours conflict.
Visual trust	12 / 16	Watch	The business looks legitimate, but the public photo set feels dated.
Customer path	11 / 16	Fix	Contact works, but the intended next action is not obvious enough.
Website clarity	12 / 16	Watch	Services are understandable; expectations and proof could be clearer.
Reputation & upkeep	13 / 16	Good	Positive signals are present, but questions and responses need upkeep.

WHAT IS ALREADY WORKING

- Name, address, and phone are easy to find.
- The website clearly identifies bicycle repair.
- Review sentiment and branding support trust.

WHERE CUSTOMERS MAY HESITATE

- Friday closing time conflicts across sources.
- Recent work is hard to judge from current photos.
- The homepage contact action is not prominent.

WHAT I WOULD FIX FIRST

The customer path. A person who already trusts the business should not have to hunt for a repair estimate. One strong action at the top of the site can improve several weak points at once.

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25 public-view checks

Checks 1-13. Customer-side observations using public information only; no account access.

#	Area	Check	Status	Customer-side note
1	Findability	Business name appears for a direct search	Good	Clear and consistent.
2	Findability	Primary category matches the service	Good	Bicycle repair is immediately understandable.
3	Findability	Location/service area is visible	Good	Yakima is easy to identify.
4	Findability	Search result wording explains the business	Watch	The page title could say more than the business name.
5	Core information	Hours match across public sources	Fix	Friday conflict: Google 5 PM; website 6 PM.
6	Core information	Street address is consistent	Good	No mismatch found in the sample.
7	Core information	Phone number is consistent	Good	Same number shown across primary sources.
8	Core information	Website link lands correctly	Good	Linked site reaches the main business site.
9	Visual trust	Primary/cover imagery feels current	Watch	Main visuals are usable but not recent.
10	Visual trust	Recent work photos are visible	Fix	Most repair examples appear older.
11	Visual trust	Logo/identity is recognizable	Good	Branding is consistent.
12	Visual trust	Photos help a customer judge the work	Good	Existing images are relevant and clear.
13	Customer path	Primary next action is obvious	Fix	Homepage emphasizes browsing before quote/contact.

EVIDENCE REFERENCE EXAMPLE

Observed: The Google profile shows Friday closing at 5:00 PM; the website footer lists 6:00 PM.

Why it matters: A customer planning an after-work drop-off cannot know which time is correct.

Recommended fix: Confirm the actual Friday hours, update the wrong source, then recheck from a phone.

Sources: [1] Google Maps public view (sample) | [2] Website footer (sample). Exact source URLs appear in customer reports.

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25 public-view checks

Checks 14-25. The goal is not 25 chores; it is finding the few checks costing clarity or trust.

#	Area	Check	Status	Customer-side note
14	Customer path	Phone action works on mobile	Good	Phone number is visible and usable.
15	Customer path	Quote/contact option is easy to locate	Watch	Available, but not prominent from the first screen.
16	Customer path	Customer knows what happens next	Watch	No response-time or quote expectation is visible.
17	Website clarity	Core services are easy to understand	Good	Repair and tune-up services are clear.
18	Website clarity	Location/service area is explained	Good	Yakima is present; the broader area is vague.
19	Website clarity	Pricing or estimate expectations are clear	Watch	Customers are told to contact, but not what to expect.
20	Website clarity	Proof supports the service claims	Watch	Good reviews exist; recent work examples are limited.
21	Reputation & upkeep	Recent reviews are present	Good	Positive review activity is visible.
22	Reputation & upkeep	Owner responses show active presence	Watch	Several recent reviews have no response.
23	Reputation & upkeep	Public questions are answered	Fix	An e-bike service question is unanswered.
24	Reputation & upkeep	No duplicate/stale listing issue	Good	No duplicate listing found in the sample.
25	Reputation & upkeep	Public presence shows current upkeep	Good	Website and listing both appear active.

SECOND HIGH-VALUE EVIDENCE EXAMPLE

Observed: A public question asks whether the shop services e-bikes; it has no answer.

Why it matters: The question likely represents more than one customer. The missing answer leaves them to guess or call.

Recommended fix: Answer once with a clear yes, no, or depends response and any limits.

Sources: [3] Google Maps Q&A public view (sample). Exact evidence URL and observation date appear in customer reports.

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30-Day Action Plan

A short order of operations: remove the most visible friction first, then recheck the public path.

DAYS 1-3

Correct the facts

- Confirm Friday closing time and update the incorrect source.
- Answer the open e-bike question with a plain-language response.
- Verify phone, address, and website link from a customer device.

WEEK 1

Clarify the customer path

- Choose one primary customer action: Request a repair quote.
- Put that action high on the homepage and use consistent wording.
- Add a short expectation for when customers can expect a reply.

WEEK 2

Refresh the proof

- Add four to six current repair or shop photos.
- Use captions only where they help customers understand the work.
- Retire images that create the wrong impression of current services.

WEEKS 3-4

Maintain the basics

- Reply to recent reviews where a response is useful.
- Check hours before holidays or seasonal changes.
- Repeat the search-to-contact path and note anything still awkward.

Recheck after 30 days

Question	Target	Why
Do hours match everywhere?	Yes	Removes avoidable uncertainty.
Can a customer request a quote from the first screen?	Yes	Cuts contact friction.
Are recent work photos visible?	Yes	Shows current proof.
Are public questions handled?	Yes	Turns uncertainty into reusable answers.

SCOPE NOTE This Snapshot reviews public information and customer-facing paths only. It does not require passwords or profile access and does not include account edits, review activity, or promises of ranking, traffic, revenue, or review results.