



Online Visibility Audit

The Online Visibility Audit is a one-time service that gives a business a clear picture of exactly where it stands online and a plain-English plan to fix every gap.

Most small businesses are losing customers every day to competitors with a stronger online presence - but they don't know where the gaps are or what to prioritise. The audit identifies exactly that.

What is included:

A full audit across six areas - Google Business Profile, website health, mobile friendliness, social media presence, professional email address and AI search visibility. A downloadable PDF report in plain English with no jargon. A priority ranking of what to fix first, second and third. An effort and impact estimate for each fix. A 30-minute follow-up call where Mel walks through the findings and answers questions.

The six areas covered:

Google Business Profile:

Is it claimed, verified and fully filled out with hours, photos, services and a description? This is where most local businesses lose the most ground.

Website health:

Speed, clarity, calls to action and contact details. Does the site make it easy for a stranger to trust the business and get in touch?

Mobile friendliness:

Over 60% of Irish web traffic is on mobile. The audit checks how the site actually looks and behaves on a phone.



Social media presence:

Is the business active, consistent and on the right platforms for its audience?

Professional email address:

A Gmail or Hotmail address quietly undermines credibility. The audit checks and advises on the simple fix.

AI search visibility:

Does the business appear when someone asks ChatGPT or Perplexity for a recommendation in their area? This is the newest and fastest-growing channel and most Irish businesses are not in it yet.

The audit is built for small businesses including B&Bs and guesthouses, trades, salons and beauty therapists, cafés and restaurants, tourism and activity providers and professional services like solicitors and accountants.

No preparation is needed from you. Mel does all the research herself using publicly available information. You do not need to provide any logins or fill in any forms.

If you want help implementing the fixes after the audit, Mel offers follow-on support which can be discussed on the included call.

Price: €97 one-time payment. No subscription or ongoing commitment.

To order: grahamconsulting.ie/visibility-audit

Contact:

mel@grahamconsulting.ie | grahamconsulting.ie

