

Pippin & Sorrel Cafe

Website and business assessment

<http://www.pippinsorrel-cafe.example/>

~\$4,085

a month at risk

79 out of 100
Good

Pippin & Sorrel Cafe

<http://www.pippinsorrel-cafe.example/>

~\$4,085 a month at risk



Good
Overall

68
checks run

3 Oct 2026
Checked on

Summary

Pippin & Sorrel Cafe's website scores 79/100 (good) across the checks we could verify.

6 issues need fixing this week. Start with: Searches competitors win.

Together the issues we found put roughly \$4,085 a month at risk in lost enquiries. Treat that as a ranking aid, not a forecast.

The biggest wins: Searches competitors win; HTTPS certificate; Email authentication (SPF, DKIM, DMARC).

Scores by area



Your action plan

This week

1. Searches competitors win ~\$400/mo
2. HTTPS certificate ~\$300/mo
3. Email authentication (SPF, DKIM, DMARC) ~\$220/mo
4. Card surcharges and fees ~\$200/mo
5. Pages for each service and area you cover ~\$200/mo
6. HTTPS, redirects and mixed content ~\$200/mo

This month

1. Recommended by AI ~\$170/mo
2. Real visitors' speed ~\$150/mo
3. What AI says about you ~\$150/mo
4. Fresh reviews and replies ~\$150/mo
5. Google reviews ~\$128/mo
6. Domain expiry and transfer lock ~\$128/mo
7. Contact details customers can find ~\$120/mo
8. Know what's working ~\$120/mo
9. Trust signals ~\$120/mo
10. The five-second test ~\$120/mo
11. Services competitors promote ~\$100/mo
12. Pages lost in a redesign ~\$100/mo
13. Answers customers' questions ~\$90/mo
14. Google index and AI Overviews ~\$90/mo
15. Enquiry form friction ~\$90/mo
16. Who links to you ~\$85/mo
17. How your link looks when shared ~\$85/mo
18. Directory listings ~\$80/mo
19. Fake versions of your domain ~\$80/mo

This quarter

1. Google Business Profile completeness ~\$60/mo
2. Security headers and exposed files ~\$30/mo
3. From your homepage to an enquiry on a phone ~\$30/mo
4. Found on Bing ~\$25/mo
5. How you look in Google ~\$25/mo
6. Privacy policy basics ~\$20/mo
7. What Reddit and Whirlpool say about you ~\$20/mo
8. Social profiles linked and alive ~\$20/mo
9. Copy-paste pages ~\$20/mo
10. Indexing (robots.txt, sitemap, noindex, canonical) ~\$20/mo
11. Structured data (business details for Google) ~\$20/mo
12. Spelling and plain English ~\$20/mo
13. Ways to book and pay ~\$20/mo

20. Up-to-date content

~\$80/mo

You and your competitors

BUSINESS	GOOGLE RATING	GOOGLE PHOTOS	GOOGLE CATEGORIES	IN GOOGLE'S TOP 10	NAMED BY AI	PRICES ON SITE	ONLINE BOOKING	AUTHORITY (0-10)	V
Pippin & Sorrel Cafe (you)	4.4 (186)	12	1	1 of 6	2 of 10	Yes	Yes	2.6	2
Corner Larder	4.7 (420)	140	3	6 of 6	8 of 10	Yes	No	3.4	6
Fig & Fennel Espresso	4.6 (233)	64	2	6 of 6	2 of 10	Yes	No	2.9	3
Bakehouse on Ballarat	4.3 (151)	38	2	6 of 6	0 of 10	No	No	2.0	1

From the checks below; "n/a" where we couldn't measure it for that business.

Speed

91/100, excellent

Real visitors' speed **MEDIUM**

55/100, ~\$150/mo at risk

Real customers on phones wait too long for your site, and Google uses exactly this data in rankings.

- For 3 in 4 real phone visits, main content appears within 2.9 s (needs improvement).
- For 3 in 4 real phone visits, the page responds to a tap within 210 ms (needs improvement).
- For 3 in 4 real phone visits, the layout shift score is 0.05 or lower (good).
- Corner Larder: main content in 1.9 s (faster than you).
- Fig & Fennel Espresso: main content in 2.6 s (faster than you).
- Bakehouse on Ballarat: main content in 4.1 s (slower than you).

Fix: Start with the fixes in the speed check above: compress the biggest images, remove unused scripts and apps, and consider faster hosting or a CDN. Real-user numbers improve over the following 28 days.

Accessibility basics **GOOD**

100/100

Your site scores 100/100 for accessibility.

- Lighthouse accessibility score 100/100 (mobile).

Page speed (mobile and desktop) **GOOD**

100/100

Your site loads quickly on phones and computers.

- Mobile: performance 100/100 (largest content shows at 0.8 s, layout shift 0.00, blocked 0 ms).
- Desktop: performance 100/100 (largest content shows at 0.2 s, layout shift 0.00, blocked 0 ms).

Works on every phone **GOOD**

100/100

Your pages fit a phone screen, with readable text and easy-to-tap buttons.

- Checked 3 pages on a 390px-wide phone screen.

Server response time **GOOD**

100/100

Your server answers quickly (6 ms).

- 3 requests from our server: 6, 5, 8 ms.

Findability

71/100, needs work

Searches competitors win **HIGH**

30/100, ~\$400/mo at risk

For many searches your customers make, a competitor shows up and you don't.

- You appear in the top 10 for only 1 of 6 searches customers use to find a cafe.
- "cafe Yarraville": not in the top 10 (Corner Larder, Fig & Fennel Espresso show instead).
- "best cafe Yarraville": not in the top 10 (Corner Larder, Fig & Fennel Espresso show instead).
- "all-day breakfast Yarraville": not in the top 10 (Corner Larder, Fig & Fennel Espresso show instead).
- "cakes Yarraville": not in the top 10 (Corner Larder, Fig & Fennel Espresso show instead).
- "catering Yarraville": not in the top 10 (Corner Larder, Fig & Fennel Espresso show instead).
- "specialty coffee Yarraville": #5.
- Who shows up most: Corner Larder (6), Fig & Fennel Espresso (6), Bakehouse on Ballarat (6).

Fix: Give each main service its own page naming the suburbs you cover, with prices, photos of real jobs and reviews, so Google has a page to show for each search.

Pages for each service and area you cover **HIGH**

30/100, ~\$200/mo at risk

You're missing pages for the services and suburbs customers search for, so those searches go to competitors.

- You serve 4 areas but have no page for any of them, so searches like "all-day breakfast Yarraville" find your competitors.
- Services: all-day breakfast, specialty coffee, catering.
- Areas you serve: Yarraville, Seddon, Footscray, Kingsville.
- 0 pages target a service in a suburb; 0 pages target an area only.
- Write first: catering Yarraville; breakfast Seddon; functions Footscray.

Fix: Write one genuine page per main service in each key suburb (starting with the list above): local jobs you've done there, photos, prices, reviews from that area and how fast you get there. Don't clone one page with the suburb swapped.

HTTPS, redirects and mixed content **HIGH**

30/100, ~\$200/mo at risk

HTTPS or redirects need attention: browsers may warn visitors, and chains slow pages down.

- Your site loads over plain http, so browsers mark it "Not secure".

Fix: Serve every page over https, redirect http:// straight to the final https address in one hop, and load images/scripts over https.

Answers customers' questions **MEDIUM**

55/100, ~\$90/mo at risk

Customers ask Google questions your site doesn't answer, so Google and AI assistants quote someone else.

- Your site answers 1 of the 4 questions Google shows your customers.
- "What time does breakfast finish at cafes in Yarraville?": Corner Larder answers it; your site only partly does (add it to: Menu).
- "Which cafes in Yarraville take bookings?": Fig & Fennel Espresso answers it; your site doesn't (add it to: Bookings).
- 4 questions from Google's 'People also ask' for your customers' searches.
- Also unanswered: "Is there parking near Anderson Street Yarraville?" (Find us).
- Answered: Do cafes charge a surcharge on weekends?.

Fix: Add a plain FAQ section (or short pages) answering these questions with real numbers and your suburb, starting with the ones competitors already answer.

Who links to you **MEDIUM**

55/100, ~\$85/mo at risk

Fewer or weaker websites link to you than you need, and links are a big part of how Google decides who ranks first.

- Corner Larder is linked from 62 websites, you from 22.
- 2 links from other websites point at 1 page on your site that no longer work, so their value is lost. "Pages lost in a redesign" lists the pages to redirect.
- Your authority score is 2.6 out of 10 (Open PageRank).
- Corner Larder has an authority score of 3.4 out of 10; yours is 2.6.
- Fig & Fennel Espresso has an authority score of 2.9 out of 10; yours is 2.6.
- Bakehouse on Ballarat has an authority score of 2.0 out of 10; yours is 2.6.
- 22 websites link to you (58 links in total).
- Fig & Fennel Espresso is linked from 35 websites, you from 22.
- Bakehouse on Ballarat is linked from 11 websites, you from 22.
- Your strongest links come from: broadsheet.com.au, tripadvisor.com.au, yellowpages.com.au, yarraville-traders.example, westside-runners.example.
- 3 of the 5 strongest websites linking to you are Australian (.au).

Fix: Ask for links from places that already know you: suppliers, your trade or industry association, the local chamber of commerce, clubs you sponsor and the directories your competitors are listed in. Redirect old broken pages so the links you already earned count again.

Services competitors promote **MEDIUM**

55/100, ~\$100/mo at risk

Competitors promote services and offers your site never mentions, so customers searching for them find the competition.

- "table bookings": Corner Larder, Fig & Fennel Espresso promote it; your site never mentions it.
- "bread": Bakehouse on Ballarat promotes it; your site never mentions it.
- "cakes": Bakehouse on Ballarat promotes it; your site never mentions it.
- "dog friendly": Fig & Fennel Espresso promotes it; your site never mentions it.
- "gluten-free range": Bakehouse on Ballarat promotes it; your site never mentions it.
- Also only on competitors' sites: no card surcharge, online ordering, pastries, takeaway meals.
- You and competitors both mention: all-day breakfast, specialty coffee.
- Only you mention: catering, house-roasted coffee. Make these prominent.
- Pippin & Sorrel Cafe: 6 pages in its sitemap.
- Services are read from each website's text by an AI model; only what's written there counts.

Fix: For each gap you do offer, add it to your services list and give the main ones their own page with a clear heading, what's included and a quote button. Mention guarantees and after-hours service near your phone number.

Google index and AI Overviews **MEDIUM**

55/100, ~\$90/mo at risk

Google has missed parts of your site, or its AI Overviews answer your customers without mentioning you.

- Google's AI Overviews answered 1 customer search without mentioning your site.
- AI Overviews cite Corner Larder in 1 of those searches, more than you (0).
- Google's AI Mode cites Corner Larder more often than you.
- Google knows about roughly 6 pages of your site (we found 6).
- Google showed an AI Overview for 1 of 5 customer searches; it cited you in 0.
- Google's AI Mode cited you in 0 of 2 customer searches.

Fix: Submit your sitemap in Google Search Console and fix pages it says it won't index; to be cited in AI Overviews, answer customers' questions plainly on your pages (prices, areas, how long jobs take) with your business name and suburb.

Pages lost in a redesign **MEDIUM**

55/100, ~\$100/mo at risk

Pages Google and customers used to reach now lead nowhere, so the rankings and links they earned are being thrown away.

- /functions (archived 41 times) now gives HTTP 404.
- /winter-menu (archived 12 times) now gives HTTP 404. Redirect it to /menu.
- Checked the 5 pages most often archived since 2023 on www.pippinsorrel-cafe.example.

Fix: Add a 301 redirect from each old address to the closest current page (your developer or host can do this in minutes), not to the homepage.

How your link looks when shared **MEDIUM**

55/100, ~\$85/mo at risk

Links to your site look bare when shared, so fewer people click them.

- No share image (og:image): links to your site show up in Facebook and WhatsApp with no picture.
- No og:title, so shares fall back to your page title.

Fix: Add Open Graph tags (og:title, og:description and a 1200x630 og:image) to your homepage. Most website builders have fields for these in their SEO settings.

Found on Bing **LOW**

75/100, ~\$25/mo at risk

You're hard to find on Bing, which ChatGPT search and Copilot likely draw on.

- Bing "cafe Yarraville VIC": you are #4; ahead of you: Corner Larder #1, Fig & Fennel Espresso #3.
- Bing "best cafe Yarraville VIC": you are #4; ahead of you: Corner Larder #1, Fig & Fennel Espresso #3.
- Bing lists about 4 pages from www.pippinsorrel-cafe.example.
- Bing: #3 for "Pippin & Sorrel Cafe Yarraville VIC".

Fix: Add your site to Bing Webmaster Tools (free; it can import from Google Search Console), submit your sitemap there, and make sure robots.txt doesn't block bingbot.

Copy-paste pages **LOW**

75/100, ~\$20/mo at risk

Some of your pages are copies of each other with a word or two changed, which Google treats as low quality.

- 3 pages have very little text: /about (25 words), /services (30 words), /menu (18 words).
- Compared the main text of 1 page.

Fix: Merge clones into one strong page, or rewrite each suburb or service page with things that are true only there: local jobs, photos, prices, reviews and the areas nearby. Build up thin pages or remove them.

Indexing (robots.txt, sitemap, noindex, canonical) **LOW**

75/100, ~\$20/mo at risk

Something may be stopping Google from finding or indexing your pages.

- Your homepage has no canonical link.
- Sitemap found at /sitemap.xml.
- 6 of 6 pages have no canonical link.

Fix: Allow Googlebot in robots.txt, publish sitemap.xml and list it in robots.txt, remove unintended noindex tags, and add a self-referencing canonical link to each page.

How you look in Google **LOW**

75/100, ~\$25/mo at risk

Details that decide how your site looks in Google's results need fixing.

- No favicon, so Google shows a grey globe next to your results and browsers a blank tab icon.
- No site name in your structured data, so Google may show "www.pippinsorrel-cafe.example" instead of "Pippin & Sorrel Cafe" above your results.

Fix: Add a square favicon (at least 48x48, ideally 512x512) and don't block it in robots.txt, add WebSite structured data with your business name, make missing pages return a real 404 with your menu and phone number, and redirect www or non-www to the other.

Structured data (business details for Google) **LOW**

75/100, ~\$20/mo at risk

Your structured data is missing or incomplete, so Google shows less about your business.

- No structured data found. Google uses it for your business name, hours and reviews in results.

Fix: Add LocalBusiness (or your specific type) JSON-LD with name, address, phone, opening hours and URL; check it with Google's Rich Results Test.

AI assistants can read your site **GOOD**

100/100

AI assistants like ChatGPT and Perplexity are allowed to read your site.

- robots.txt allows the AI assistants' crawlers.

Readable by AI assistants **GOOD**

100/100

AI assistants can read your pages and key details without running JavaScript.

- Compared 6 pages as a browser sees them and as AI crawlers receive them.

Broken links **GOOD**

100/100

No broken links found.

- Checked 6 pages and 0 outbound links.

Images: size and descriptions **GOOD**

100/100

Your images are a sensible size and described for screen readers and Google.

- Checked 0 images on 6 pages.

Pages customers can reach **GOOD**

100/100

Your important pages are linked from your homepage and nothing is buried or orphaned.

- Link map of 6 pages: the deepest is 1 clicks from your homepage.
- 1 page has only one link pointing to it.

Ready for Google Shopping **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so Google Shopping listings don't apply.

Page titles, descriptions and headings **GOOD**

100/100

Every page has a clear title, description and heading.

- Checked 6 pages.

Trust

73/100, needs work

Contact details customers can find **MEDIUM**

55/100, ~\$120/mo at risk

Customers may struggle to contact you, and every one who gives up is a lost job.

- Your homepage has no tap-to-call link, so phone visitors have to copy your number.
- Email: hello@pippinsorrel-cafe.example.
- Contact page: /contact.

Fix: Put a tap-to-call phone number in the header of every page, an email address on your own domain, and your suburb or street address in the footer.

Know what's working **MEDIUM**

55/100, ~\$120/mo at risk

You can't tell which ads, searches or posts bring you customers, so money goes on marketing you can't measure.

- We found no analytics, so you can't tell how many people visit or where they come from.

Fix: Install Google Analytics 4 (free), mark enquiry-form submissions and phone clicks as key events, and connect it to any ad accounts you pay for.

Enquiry form friction **MEDIUM**

55/100, ~\$90/mo at risk

Your enquiry form asks for more than it needs or leaves people unsure what happens next.

- The form at /services has 9 fields. Short forms (3 to 5 fields) get noticeably more enquiries.
- The form at /services makes people fill in address, budget, company before they can ask a question.
- The page with the form at /services doesn't say when you'll reply (e.g. "we'll call you back within 2 hours").
- /services: 9 fields, 9 required.

Fix: Cut the form to name, phone or email, and the job; make everything else optional or ask later. Give every field a visible label, use an invisible spam check, and say right above the button when you'll reply.

Up-to-date content **MEDIUM**

55/100, ~\$80/mo at risk

Parts of your site look out of date, which makes visitors wonder if you're still trading.

- / still shows an offer that ended 31 Aug 2025: "Winter menu: slow-cooked lamb shoulder, on until 31 August 2025."

Fix: Remove offers that have ended, update the copyright year, and check key pages at least every quarter.

Trust signals **MEDIUM**

55/100, ~\$120/mo at risk

Your site is missing things customers look for before they trust a business they haven't used.

- No reviews or testimonials on the site.
- No licence, registration or accreditation mentioned.
- No guarantee or warranty mentioned.
- Insurance isn't mentioned.
- Nothing says how long you've been trading.
- No industry memberships or awards mentioned.
- 0 of 6 common trust signals found across 6 pages.

Fix: Customers trust other customers most: show your Google rating and two or three short reviews near the quote button. Say what you promise if something goes wrong (e.g. a workmanship guarantee). Show your licence or registration number; many customers check it before calling.

The five-second test **MEDIUM**

80/100, ~\$120/mo at risk

A stranger on a phone can't tell in five seconds what you do, where, or how to contact you, so many leave.

- There's no obvious next step (call, book or quote) on the first screen.
- First impression: "A cafe with all-day breakfast, but I can't see how to book or what's on the menu without hunting."
- What a stranger thinks you are: a cafe in Yarraville.
- Clear what you do: 5/5.
- Clear where you work: 5/5.
- Obvious next step: 2/5.
- Looks current and trustworthy: 4/5.
- Most likely reason to leave: No booking or menu button on the first screen, and a winter menu that ended last year.
- Judged by an AI model from the phone screenshot (stranger_test.md v1).

Fix: Make the first phone screen say what you do and where in one line, show a tap-to-call button and a quote button, and keep pop-ups and banners out of the way.

Spelling and plain English **LOW**

75/100, ~\$20/mo at risk

Typos, jargon or an unclear opening make your site look less professional than your work.

- Your homepage's opening doesn't say who it's for: "Pippin & Sorrel Cafe. All-day breakfast, house-roasted coffee and cakes baked each morning on Anderson Street, Yarravill".
- Try: "All-day breakfast and house-roasted coffee in Yarraville, open 7 days. Book a table or order catering online."
- Proofread 3 pages in Australian English.

Fix: Fix the mistakes listed, swap jargon for plain words, and open your homepage with one sentence that says what you do, where, and for whom.

From your homepage to an enquiry on a phone **LOW**

75/100, ~\$30/mo at risk

On a phone, getting in touch takes more effort than it should, and each extra step loses enquiries.

- Your number ((03) 9000 0142) is on the first screen but isn't tap-to-call.
- First screen buttons and links: 'Contact'.
- Enquiry form 1 tap away at /services.

Fix: Put a tap-to-call number and a quote button at the top of the mobile layout (sticky if you can), and shrink cookie banners to a slim bar at the bottom.

Ways to book and pay **LOW**

75/100, ~\$20/mo at risk

Your competitors make it easier to book and pay, so customers who want to act now choose them.

- Corner Larder offers card payments; you don't mention it.
- You offer: online booking.
- Corner Larder: card payments.
- Fig & Fennel Espresso: none found.
- Bakehouse on Ballarat: none found.

Fix: Add online booking (ServiceM8, Cliniko, Square and Calendly all have free or cheap options), show a 'from' price or instant quote, and list the ways people can pay, including Afterpay or a payment plan if you offer one.

Contact form, phone and email links work **GOOD**

100/100

Your phone and email links work and your enquiry form confirms it received the message.

- hello@pippinsorrel-cafe.example can receive email.
- We didn't submit your form at /services because you didn't ask us to.

Shipping costs and delivery times upfront **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so we didn't check shipping information.

Your prices vs competitors **GOOD**

100/100

Your pricing holds up against your competitors.

- You publish prices; so do Corner Larder, Fig & Fennel Espresso.
- Flat white: Pippin & Sorrel Cafe \$5.20; Corner Larder \$5.00; Fig & Fennel Espresso \$5.50
- Smashed avocado: Pippin & Sorrel Cafe \$21; Corner Larder \$23
- Prices are read from each website's text by an AI model; only prices actually written there are used.

Reputation

75/100, good

What AI says about you **MEDIUM**

55/100, ~\$150/mo at risk

When people ask AI assistants about your business, some of what they're told is wrong or unflattering.

- Perplexity repeats a complaint about you: "weekend surcharge".
- Perplexity repeats a complaint about you: "slow service at peak times".
- ChatGPT gives the right phone number: (03) 9000 0142.
- ChatGPT says your hours are "Daily, 7am to 4pm". Check that matches your site.
- We asked 2 AI assistants about Pippin & Sorrel Cafe by name.

Fix: Make your phone, hours and services identical on your website, Google Business Profile and the big directories (AI assistants copy them), fix or answer the reviews they quote, and put a clear About page on your site that names the business, suburb and ABN.

Recommended by AI **MEDIUM**

55/100, ~\$170/mo at risk

When customers ask AI assistants for a recommendation, they rarely name you.

- AI assistants named you in only 2 of 10 answers.
- Corner Larder was named in 8 answers, more than you (2).
- ChatGPT: named you in 1 of 5 answers.
- Perplexity: named you in 1 of 5 answers.
- Fig & Fennel Espresso: named in 2 answers.
- ChatGPT on "Who is the best cafe in Yarraville?": Corner Larder is a popular choice in Yarraville for brunch and coffee....
- ChatGPT on "I need all-day breakfast in Yarraville. Who should I call?": Corner Larder is a popular choice in Yarraville for brunch and coffee....

Fix: Get listed and reviewed on the directories AI assistants cite (Google, Yelp, ProductReview, your industry sites), say plainly on your homepage what you do and which suburbs you serve, and make sure AI crawlers can read your site.

Directory listings **MEDIUM**

55/100, ~\$80/mo at risk

Some directories show an old phone number or address, so customers who find you there can't reach you.

- Yellow Pages lists your phone as (03) 9555 0177, which isn't the number on your website or Google: <https://www.yellowpages.com.au/vic/yarraville/pippin-sorrel>
- True Local: details match (<https://www.truelocal.com.au/business/pippin-sorrel>).
- Not found on: Hotfrog, Localsearch. Free listings there help Apple Maps and AI assistants find you.

Fix: Claim each listing (they're free), update the phone, address and hours to match your website exactly, and ask the directory to merge or remove duplicates.

Fresh reviews and replies **MEDIUM**

55/100, ~\$150/mo at risk

Your Google reviews look stale or unanswered next to competitors, and people pick the business that looks active.

- Unanswered 2-star review (2026-09-24): "Waited 40 minutes for eggs on a Sunday."
- You replied to 1 of your 5 most recent reviews; replying shows new customers you care.
- Corner Larder gets about 2.0 reviews a month to your 0.8.
- Fig & Fennel Espresso gets about 2.0 reviews a month to your 0.8.
- Bakehouse on Ballarat gets about 2.0 reviews a month to your 0.8.
- Pippin & Sorrel Cafe: 4.4 stars from 186 Google reviews.
- Newest review 9 days ago; about 0.8 a month lately.
- Corner Larder: 4.7 stars, 420 reviews, about 2.0 a month.
- Fig & Fennel Espresso: 4.6 stars, 233 reviews, about 2.0 a month.
- Bakehouse on Ballarat: 4.3 stars, 151 reviews, about 2.0 a month.

Fix: Text every happy customer a direct review link after the job, and reply to every review within a few days, especially the unhappy ones (calmly, offering to fix it).

Google reviews **MEDIUM**

55/100, ~\$128/mo at risk

Your Google reviews look weaker than your competitors', and that's what people compare first on Maps.

- Your rating (4.4) is below your competitors' (4.6 median), so side by side on Maps they look safer.
- Among your most-shown reviews: 2 stars, 2 months ago: "Waited 40 minutes for eggs on a Sunday and paid a surcharge on top."
- You: 4.4 stars from 186 reviews.
- Corner Larder: 4.7 stars from 420 reviews.
- Fig & Fennel Espresso: 4.6 stars from 233 reviews.
- Bakehouse on Ballarat: 4.3 stars from 151 reviews.
- Customers love the food and the staff; the complaints are weekend waits and surcharges.
- Customers praise: hotcakes, coffee, friendly staff.
- Customers complain about: long waits on weekends, surcharges.

Fix: Ask every happy customer for a review the day you finish the job (text them the direct review link), reply to every review, and fix what the complaints have in common.

What Reddit and Whirlpool say about you **LOW**

75/100, ~\$20/mo at risk

Forum threads that AI assistants and Google quote say negative things about you, or recommend a competitor.

- People recommend Corner Larder over you: <https://www.reddit.com/r/melbourne/comments/ps2/> (7 months ago): Corner Larder is named first for coffee.
- 2 threads about you: 1 positive, 0 negative, 1 mixed, 0 neutral.
- Mixed: <https://www.reddit.com/r/melbourne/comments/ps1/> (2 months ago): People love the food but complain about the weekend surcharge.

Fix: Reply politely and factually in negative threads (say who you are, fix the problem if it's real), and ask happy customers to mention you when the topic comes up. Never post fake recommendations: forum users spot them.

Google Business Profile completeness **LOW**

75/100, ~\$60/mo at risk

Your Google Business Profile is less complete than your competitors', which costs you places in Maps results.

- Your listing has no business description.
- Category "bakery": Bakehouse on Ballarat uses it and you don't.
- Category "breakfast restaurant": Corner Larder uses it and you don't.
- Category "brunch restaurant": Corner Larder uses it and you don't.
- Category "coffee shop": Fig & Fennel Espresso uses it and you don't.
- You have 12 photos on Google; your competitors have 64 (median).
- Corner Larder, Fig & Fennel Espresso posted updates on Google in the last 90 days; you haven't.
- Your main category: cafe.
- Corner Larder: 3 categories, 140 photos, 4.7 stars from 420.
- Fig & Fennel Espresso: 2 categories, 64 photos, 4.6 stars from 233.
- Bakehouse on Ballarat: 2 categories, 38 photos, 4.3 stars from 151.

Fix: In Google Business Profile, add the categories competitors use that fit your work, a description, hours and website, 20+ real photos of your work and team, every attribute that applies, and a short post every few weeks.

Social profiles linked and alive **LOW**

75/100, ~\$20/mo at risk

Some of your social links are broken, missing or go nowhere useful, which makes a business look inactive.

- Your site doesn't link to any social media or Google profile, which customers use to check you're real and active.

Fix: Link to the profiles you actually keep up to date (Facebook, Instagram, Google Business Profile, LinkedIn for B2B) from your footer, fix or remove dead ones, and replace template placeholder links.

Who advertises against you **GOOD**

100/100

Nobody is advertising on your business name, and you can see what competitors spend their ads on.

- You have no Google ads on record in Australia.
- Corner Larder: no Google ads on record.
- Fig & Fennel Espresso: no Google ads on record.
- Bakehouse on Ballarat: no Google ads on record.

Googling your name **GOOD**

100/100

Searching your name shows your website first, your Google panel beside it and nothing alarming.

- Your website is the first result for "Pippin & Sorrel Cafe Yarraville VIC".
- Your Google Business Profile shows beside the results.

Google Business Profile matches your site **GOOD**

100/100

Your Google Business Profile matches your website.

- Google listing: Pippin & Sorrel Cafe, 48 Anderson St, Yarraville VIC 3013, Australia, (03) 9000 0142.
- Google hours: Monday to Sunday: 7:00 AM - 2:00 PM.

Reviews beyond Google **GOOD**

100/100

Your profiles on other review sites are rated well, and you're where your competitors are.

- Tripadvisor: 4.0 stars from 58 reviews (<https://www.tripadvisor.com.au/pippin-sorrel>).
- Facebook: 4.7 stars from 212 reviews (<https://www.facebook.com/pippinsorrel>).

Security

74/100, needs work

Email authentication (SPF, DKIM, DMARC) **HIGH**

30/100, ~\$220/mo at risk

Your email domain isn't fully protected: scammers can impersonate you and your quotes may land in spam.

- pippinsorrel-cafe.example has no SPF record, so anyone can send email as you and your own mail is more likely to land in spam.
- pippinsorrel-cafe.example has no DMARC record. Gmail and Yahoo now expect one from senders.
- No DKIM key found on common selectors (your provider may use a custom one).
- Mail servers: mail.pippinsorrel-cafe.example.
- Nice to have: MTA-STS and TLS-RPT (make email to you travel encrypted and report problems).

Fix: Add an SPF record listing your email provider, turn on DKIM in your provider's settings, then add a DMARC record starting with p=none and move to p=quarantine.

HTTPS certificate **HIGH**

30/100, ~\$300/mo at risk

Your HTTPS certificate has a problem; visitors may see a security warning instead of your site.

- www.pippinsorrel-cafe.example has no HTTPS certificate.

Fix: Ask your host to install or renew the certificate, and turn on automatic renewal (Let's Encrypt is free).

Domain expiry and transfer lock **MEDIUM**

55/100, ~\$128/mo at risk

Your domain needs attention: if it lapses or is transferred away, your website and email stop.

- pippinsorrel-cafe.example expires in 23 days (26 Oct 2026); check auto-renew is on.
- pippinsorrel-cafe.example has no transfer lock, so it's easier to hijack.
- Registrar: Example Registrar Pty Ltd.
- Nice to have: DNSSEC and CAA (stop DNS tampering and limit who can issue certificates for your domain).

Fix: Turn on auto-renew and the transfer (registrar) lock in your domain registrar's account.

Fake versions of your domain **MEDIUM**

55/100, ~\$80/mo at risk

Lookalike versions of your domain are registered, some able to send email that looks like it's from you.

- 1 lookalike domain can send and receive email, so someone could email your customers as you: pipinsorrel-cafe.example.
- We checked the 300 most likely typos and extensions of pippinsorrel-cafe.example. Some registered lookalikes belong to unrelated businesses with similar names.

Fix: Tell customers you'll never change bank details by email, set up DMARC on your own domain, and if a lookalike is impersonating you, report it to its registrar (auDA handles .au complaints). Consider registering the closest typos yourself.

Security headers and exposed files **LOW**

75/100, ~\$30/mo at risk

Your site is missing basic protections or exposes files attackers look for.

- No Content-Security-Policy header.
- Your pages can be framed by other sites (clickjacking).
- No X-Content-Type-Options: nosniff header.
- No Referrer-Policy header.

Fix: Delete any exposed files and block them in your server config; ask your developer or host to add the standard security headers and hide version numbers.

Website software up to date **GOOD**

100/100

Your website software is up to date.

- We couldn't tell what software runs your site; it isn't WordPress.

Not on blocklists **GOOD**

100/100

Your domain and mail servers aren't on security or spam blocklists.

- pippinsorrel-cafe.example isn't on the blocklists we checked.

Forgotten sites on your domain **GOOD**

100/100

No forgotten staging sites or hijackable subdomains on your domain.

- Certificate logs list 1 other hostname on pippinsorrel-cafe.example; we checked 1.

Hidden spam from a hack **GOOD**

100/100

Google and your visitors see the same clean pages; no hidden spam.

- Compared 4 pages as Google sees them and as a visitor does.

Scripts from other companies **GOOD**

100/100

No risky third-party scripts found.

- No third-party scripts in your pages' source. Scripts added later by a tag manager can't be seen from here.

Legal

88/100, good

Card surcharges and fees **HIGH**

30/100, ~\$200/mo at risk

Your site mentions card surcharges or fees that new Australian payment and pricing rules affect.

- Card surcharges on Visa, Mastercard and eftpos are no longer allowed from 1 October 2026. /menu: "A 10% surcharge applies on weekends and public holidays. A 1.5% surcharge applies to all card payments."
- This is an automated observation, not legal advice.

Fix: Remove card surcharges from your prices and signs before 1 October 2026 (weekend or public-holiday surcharges can stay), show any booking or service fees next to your prices, and explain how to cancel any subscription.

Privacy policy basics **LOW**

75/100, ~\$20/mo at risk

Your privacy policy is missing, out of date or leaves out things customers and the law expect.

- Your privacy policy doesn't seem to cover what information you collect, how people can access and correct their information, how to make a complaint, whether information goes overseas, which APP 1 expects.
- Privacy policy: /privacy.
- The policy doesn't say when it was last updated.
- Businesses under \$3M turnover are often exempt from the Privacy Act, but customers still look for a policy and many platforms require one.
- This is an automated observation, not legal advice.

Fix: Link a privacy policy from every page's footer that says what you collect and why, how people can see or correct their details, how to complain and whether data goes overseas, with a 'last updated' date. The OAIC has a free guide and template.

ABN on your website **GOOD**

100/100

Your ABN is shown and checks out.

- ABN 51 824 753 556 is a valid number (not checked against the register).
- This is an automated observation, not legal advice.

Consumer law basics **GOOD**

100/100

Not applicable: this check is for Australian online shops.

- This doesn't look like an Australian online shop, so we didn't check consumer law wording.

Health advertising rules **GOOD**

100/100

Not applicable: this doesn't look like a registered health service.

- Health advertising rules only apply to registered health practitioners (dentists, physios, psychologists and similar).

Privacy policy vs the trackers on your site **GOOD**

100/100

Your privacy policy matches the tracking your site does.

- No analytics or advertising trackers loaded on the pages we checked.
- This is an automated observation, not legal advice.

Review requests and marketing consent **GOOD**

100/100

No review incentives, review gating or pre-ticked marketing boxes found.

- This is an automated observation, not legal advice.

Trade licence shown and current **GOOD**

100/100

Not applicable: this check is for Australian trades.

- Licence rules only apply to licensed trades (builders, plumbers, electricians and similar).

How we checked

We ran 68 automated checks on your website, your domain and email settings and your competitors. Speed comes from Google Lighthouse on a simulated phone and computer; everything else from our own crawl of up to 50 pages, public DNS and domain records, and the other sources named in each finding.

Dollar figures estimate how much monthly revenue an issue like this typically puts at risk for a small business. They're for ranking fixes, not a forecast of your numbers.

Legal findings are automated observations, not legal advice. If one matters to your business, check it with a lawyer or your industry body.

This is a sample report for a fictional business, Pippin & Sorrel Cafe. Every finding is real output from our checks run against a test website; fixed answers stand in for the paid data sources (Google, review sites, AI assistants), since the business doesn't exist.