

Quoll & Kettle Tea

Website and business assessment

<http://www.quollandkettle.example/>

~\$3,945

a month at risk

79

out of 100
Good

Quoll & Kettle Tea

<http://www.quollandkettle.example/>

~\$3,945 a month at risk



Good
Overall

68
checks run

3 Oct 2026
Checked on

Summary

Quoll & Kettle Tea's website scores 79/100 (good) across the checks we could verify.

4 issues need fixing this week. Start with: Contact details customers can find.

Together the issues we found put roughly \$3,945 a month at risk in lost enquiries. Treat that as a ranking aid, not a forecast.

The biggest wins: Contact details customers can find; HTTPS certificate; Email authentication (SPF, DKIM, DMARC).

Scores by area



Your action plan

This week

1. Contact details customers can find
~\$308/mo
2. HTTPS certificate
~\$300/mo
3. Email authentication (SPF, DKIM, DMARC)
~\$220/mo
4. HTTPS, redirects and mixed content ~\$200/mo

This month

1. Recommended by AI
~\$170/mo
2. Searches competitors win ~\$160/mo
3. What AI says about you
~\$158/mo
4. Fresh reviews and replies
~\$142/mo
5. Google Business Profile matches your site
~\$135/mo
6. The five-second test
~\$135/mo
7. Domain expiry and transfer lock ~\$128/mo
8. From your homepage to an enquiry on a phone
~\$128/mo
9. Who links to you
~\$125/mo
10. Know what's working
~\$120/mo
11. Services competitors promote ~\$115/mo
12. Trust signals ~\$115/mo
13. Pages lost in a redesign
~\$100/mo
14. Answers customers' questions ~\$90/mo
15. Google index and AI Overviews ~\$90/mo
16. Who advertises against you ~\$85/mo
17. Ready for Google Shopping ~\$85/mo

This quarter

1. Google Business Profile completeness ~\$60/mo
2. Google reviews ~\$38/mo
3. Security headers and exposed files ~\$30/mo
4. Card surcharges and fees ~\$25/mo
5. Found on Bing ~\$25/mo
6. How you look in Google
~\$25/mo
7. Ways to book and pay
~\$25/mo
8. Privacy policy basics
~\$20/mo
9. Social profiles linked and alive ~\$20/mo
10. Copy-paste pages
~\$20/mo
11. Indexing (robots.txt, sitemap, noindex, canonical) ~\$20/mo
12. Structured data (business details for Google) ~\$20/mo
13. Spelling and plain English ~\$20/mo

	18. How your link looks when shared ~\$85/mo 19. Shipping costs and delivery times upfront ~\$85/mo 20. Consumer law basics ~\$80/mo 21. What Reddit and Whirlpool say about you ~\$80/mo 22. Forgotten sites on your domain ~\$80/mo 23. Fake versions of your domain ~\$80/mo	
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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)	W L IN
Quoll & Kettle Tea (you)	4.7 (38)	5	1	3 of 6	2 of 10	Yes	No	2.5	10
Saltbush Tea Co	4.8 (510)	60	2	6 of 6	8 of 10	Yes	No	4.4	12
Larkspur Leaf	4.5 (122)	22	1	6 of 6	2 of 10	Yes	No	3.1	4
Bellarine Brew Supply	4.2 (41)	9	2	6 of 6	0 of 10	Yes	No	2.2	12

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

Speed

100/100, excellent

Accessibility basics **GOOD**

100/100

Your site scores 100/100 for accessibility.

- Lighthouse accessibility score 100/100 (mobile).

Real visitors' speed **GOOD**

100/100

Not enough real Chrome visits yet for Google to report your real-world speed.

- Google publishes real-user speed only for sites with enough traffic; your lab speed test still applies.

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 (40 ms).

- 3 requests from our server: 96, 7, 40 ms.

Findability

74/100, needs work

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 0 of the 4 questions Google shows your customers.
- "How long does loose leaf tea stay fresh?": Saltbush Tea Co answers it; your site doesn't (add it to: Storing your tea).
- "How much loose leaf tea per cup?": Larkspur Leaf answers it; your site doesn't (add it to: Brewing guide).
- 4 questions from Google's 'People also ask' for your customers' searches.
- Also unanswered: "Is loose leaf tea better than tea bags?" (Why loose leaf); "Where can I buy lemon myrtle tea in Australia?" (Lemon Myrtle).

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, ~\$125/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.

- Saltbush Tea Co has an authority score of 4.4 out of 10; yours is 2.5.
- Saltbush Tea Co is linked from 120 websites, you from 16.
- Larkspur Leaf is linked from 45 websites, you from 16.
- 3 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 2.5 out of 10 (Open PageRank).
- Larkspur Leaf has an authority score of 3.1 out of 10; yours is 2.5.
- Bellarine Brew Supply has an authority score of 2.2 out of 10; yours is 2.5.
- 16 websites link to you (37 links in total).
- Bellarine Brew Supply is linked from 12 websites, you from 16.
- Your strongest links come from: productreview.com.au, truelocal.com.au, geelong-makers-market.example, bellarine-food-trail.example.
- 2 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.

Searches competitors win **MEDIUM**

55/100, ~\$160/mo at risk

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

- You miss the top 10 for 3 of 6 searches customers use to find a loose leaf tea shop.
- "tea subscriptions Geelong": not in the top 10 (Saltbush Tea Co, Larkspur Leaf show instead).
- "wholesale tea Geelong": not in the top 10 (Saltbush Tea Co, Larkspur Leaf show instead).
- "tea gifts Geelong": not in the top 10 (Saltbush Tea Co, Larkspur Leaf show instead).
- "loose leaf tea shop Geelong": #5.
- "best loose leaf tea shop Geelong": #5.
- "loose leaf tea Geelong": #5.
- Who shows up most: Saltbush Tea Co (6), Larkspur Leaf (6), Bellarine Brew Supply (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.

Services competitors promote **MEDIUM**

55/100, ~\$115/mo at risk

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

- "afterpay": Saltbush Tea Co, Larkspur Leaf promote it; your site never mentions it.
- "tea gifts": Saltbush Tea Co, Larkspur Leaf promote it; your site never mentions it.
- "coffee beans": Bellarine Brew Supply promotes it; your site never mentions it.
- "free shipping over \$60": Saltbush Tea Co promotes it; your site never mentions it.
- "sample packs": Saltbush Tea Co promotes it; your site never mentions it.
- Also only on competitors' sites: ships in 1 business day, teaware.
- You and competitors both mention: loose leaf tea, tea subscriptions.
- Only you mention: blended in geelong, wholesale tea. Make these prominent.
- Quoll & Kettle Tea: 9 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 3 customer searches without mentioning your site.
- AI Overviews cite Saltbush Tea Co in 3 of those searches, more than you (0).
- Google's AI Mode cites Saltbush Tea Co more often than you.
- Google knows about roughly 7 pages of your site (we found 9).
- Google showed an AI Overview for 3 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.

- /products/chai-masala (archived 44 times) now gives HTTP 404. Redirect it to /products/english-breakfast.
- /gift-boxes (archived 19 times) now gives HTTP 404.
- Checked the 5 pages most often archived since 2023 on www.quollandkettle.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.

Ready for Google Shopping **MEDIUM**

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

Your products are missing details Google needs to list them for free in Shopping.

- 2 product pages have no Product markup, so Google can't list them for free in Shopping: /products/english-breakfast, /products/lemon-myrtle.
- No returns or shipping policy in your markup or as pages; Google shows these in Shopping listings.
- Checked 2 product pages.

Fix: Turn on Product structured data in your shop platform (Shopify and WooCommerce do it with the right theme or plugin) with name, image, price in AUD, availability, brand and GTIN, add returns and shipping policies, then connect the shop to Google Merchant Center (free).

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 "loose leaf tea shop Geelong VIC": you are #4; ahead of you: Saltbush Tea Co #1, Larkspur Leaf #3.
- Bing "best loose leaf tea shop Geelong VIC": you are #4; ahead of you: Saltbush Tea Co #1, Larkspur Leaf #3.
- Bing lists about 5 pages from www.quollandkettle.example.
- Bing: #2 for "Quoll & Kettle Tea Geelong 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.

- 5 pages have very little text: /about (16 words), /services (12 words), /products/english-breakfast (14 words), /products/lemon-myrtle (14 words).
- Compared the main text of 0 pages.

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.
- 9 of 9 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.quollandkettle.example" instead of "Quoll & Kettle Tea" 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 9 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 9 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 9 pages: the deepest is 1 clicks from your homepage.
- 4 pages have only one link pointing to them.

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

100/100

Not applicable: your business doesn't serve a local area.

- Local service-area pages matter for businesses that serve customers in particular suburbs.

Page titles, descriptions and headings **GOOD**

100/100

Every page has a clear title, description and heading.

- Checked 9 pages.

Trust

73/100, needs work

Contact details customers can find **HIGH**

30/100, ~\$308/mo at risk

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

- We couldn't find a phone number anywhere on your site.
- No street address or suburb with state and postcode, which customers and Google use to check you're local.
- Email: hi@quollandkettle.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.

Shipping costs and delivery times upfront **MEDIUM**

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

Shoppers can't see shipping costs or delivery times before checkout, the top fixable reason carts are abandoned.

- We couldn't find your shipping costs anywhere on the site. Shoppers who find out at checkout often leave.
- We couldn't find your delivery times anywhere on the site. Shoppers who find out at checkout often leave.
- No free-shipping threshold found; one ("free shipping over \$X") often lifts order size.

Fix: Show shipping costs and delivery times on every product page and in the cart (a small table by region works), plus a free-shipping threshold if you have one, and keep a plain shipping page linked from the footer.

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

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

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

- No phone number on the first screen, so phone visitors have to scroll or dig for it.
- We couldn't find an enquiry form linked from your pages, so customers have to call or email (forms added by a script after the page loads aren't visible to this check).
- First screen buttons and links: 'Contact'.

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.

Trust signals **MEDIUM**

55/100, ~\$115/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.
- No industry memberships or awards mentioned.
- 1 of 6 common trust signals found across 9 pages.
- Found: experience ("Family owned").

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**

75/100, ~\$135/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.

- No phone number or call button is visible on the first screen.
- The next step (call, book or quote) could stand out more.
- The first screen could look more current and professional.
- First impression: "A small tea shop with two products and prices, but no photos and nothing about shipping."
- What a stranger thinks you are: an online tea shop based in Geelong.
- Clear what you do: 5/5.
- Clear where you work: 4/5.
- Obvious next step: 3/5.
- Looks current and trustworthy: 3/5.
- Most likely reason to leave: I can't tell what delivery costs or how long it takes before I reach the cart.
- 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: "Quoll & Kettle Tea. Small-batch loose leaf tea, blended in Geelong and shipped Australia-wide."
- Try: "Small-batch loose leaf tea blended in Geelong. Flat-rate shipping Australia-wide, posted within two business days."
- 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.

Ways to book and pay **LOW**

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

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

- Saltbush Tea Co, Larkspur Leaf offer Afterpay; you don't mention it.
- Saltbush Tea Co, Larkspur Leaf offer PayPal; you don't mention it.
- We found no online booking, instant quotes or payment options on your site.
- Saltbush Tea Co: Afterpay, PayPal.
- Larkspur Leaf: Afterpay, PayPal.
- Bellarine Brew Supply: 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.

- hi@quollandkettle.example can receive email.
- No enquiry form found to test.

Enquiry form friction **GOOD**

100/100

Your enquiry form is short, clearly labelled and says when you'll reply.

- No enquiry form found (trust/enquiry_path covers how customers reach you).

Up-to-date content **GOOD**

100/100

Your site looks current.

Your prices vs competitors **GOOD**

100/100

Your pricing holds up against your competitors.

- You publish prices; so do Saltbush Tea Co, Larkspur Leaf, Bellarine Brew Supply.
- English Breakfast 100 g: Quoll & Kettle Tea \$18.00; Saltbush Tea Co \$16.50; Larkspur Leaf \$19.00; Bellarine Brew Supply \$15.00
- Monthly tea box: Quoll & Kettle Tea \$29 a month; Saltbush Tea Co \$27 a month
- Prices are read from each website's text by an AI model; only prices actually written there are used.

Reputation

71/100, needs work

Who advertises against you **MEDIUM**

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

Competitors are buying ads where your customers look for you, including searches for your own name.

- saltbush-tea.example shows a paid ad when people search your name ("Quoll & Kettle Tea Geelong VIC"): "Loose Leaf Tea Online | Free Shipping Over \$60".
- Saltbush Tea Co: 48 Google ads since 29 Aug 2025, running now. You aren't advertising, so they can appear above you for the searches you want.
- You have no Google ads on record in Australia.
- Larkspur Leaf: no Google ads on record.
- Bellarine Brew Supply: no Google ads on record.

Fix: Run a small Google Ads campaign on your own business name (it's usually cheap and blocks competitors from that spot), and report trademark misuse in ad text to Google if a competitor uses your name.

What AI says about you **MEDIUM**

55/100, ~\$158/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: "slow delivery".
- Perplexity repeats a complaint about you: "subscription hard to cancel".
- ChatGPT doesn't know your business: asked about Quoll & Kettle Tea by name, it had nothing to say.
- Perplexity quotes a 4.1 star rating; Google shows 4.7.
- We asked 2 AI assistants about Quoll & Kettle Tea 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.
- Saltbush Tea Co 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.
- Larkspur Leaf: named in 2 answers.
- ChatGPT on "Who is the best loose leaf tea shop in Geelong?": Saltbush Tea Co is a popular Australian choice for loose leaf tea, with free shipping over \$60....
- ChatGPT on "I need loose leaf tea in Geelong. Who should I call?": Saltbush Tea Co is a popular Australian choice for loose leaf tea, with free shipping over \$60....

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.

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

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

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

- A negative thread about you ranks when people search your name: <https://forums.whirlpool.net.au/thread/qk2> (8 months ago): A buyer couldn't see how to cancel and chose Saltbush.
- 2 threads about you: 0 positive, 1 negative, 1 mixed, 0 neutral.
- Mixed: <https://www.reddit.com/r/tea/comments/qk1/> (5 months ago): The tea is praised; delivery was slow.

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 matches your site **MEDIUM**

55/100, ~\$135/mo at risk

Your Google listing and website disagree, so some customers call the wrong number or turn up at the wrong time.

- Google shows 0400 000 111, which isn't the number on your website.
- Your Google address (Unit 3, 14 Ryrie St, Geelong VIC 3220, Australia) doesn't appear on your website.
- Your Google listing shows opening hours but your website doesn't.
- Google listing: Quoll & Kettle Tea, Unit 3, 14 Ryrie St, Geelong VIC 3220, Australia, 0400 000 111.
- Google hours: Monday to Friday: 9:00 AM - 4:00 PM.

Fix: Make your Google Business Profile and website say exactly the same name, phone, address and hours, then check Apple Maps and Bing Places too.

Fresh reviews and replies **MEDIUM**

55/100, ~\$142/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 (2026-08-17): "Order took 12 days to arrive."
- Saltbush Tea Co gets about 2.0 reviews a month to your 0.7.
- Larkspur Leaf gets about 2.0 reviews a month to your 0.7.
- Bellarine Brew Supply gets about 2.0 reviews a month to your 0.7.
- Quoll & Kettle Tea: 4.7 stars from 38 Google reviews.
- Newest review 18 days ago; about 0.7 a month lately.
- Saltbush Tea Co: 4.8 stars, 510 reviews, about 2.0 a month.
- Larkspur Leaf: 4.5 stars, 122 reviews, about 2.0 a month.
- Bellarine Brew Supply: 4.2 stars, 41 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 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 "coffee store": Bellarine Brew Supply uses it and you don't.
- Category "gift shop": Saltbush Tea Co uses it and you don't.
- You have 5 photos on Google; your competitors have 22 (median).
- Saltbush Tea Co, Larkspur Leaf posted updates on Google in the last 90 days; you haven't.
- Your main category: tea_store.
- Saltbush Tea Co: 2 categories, 60 photos, 4.8 stars from 510.
- Larkspur Leaf: 1 categories, 22 photos, 4.5 stars from 122.
- Bellarine Brew Supply: 2 categories, 9 photos, 4.2 stars from 41.

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.

Google reviews **LOW**

75/100, ~\$38/mo at risk

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

- Your competitors have 122 reviews (median) to your 38.
- Among your most-shown reviews: 2 stars, 3 months ago: "Order took 12 days and I couldn't find how to cancel my subscription."
- You: 4.7 stars from 38 reviews.
- Saltbush Tea Co: 4.8 stars from 510 reviews.
- Larkspur Leaf: 4.5 stars from 122 reviews.
- Bellarine Brew Supply: 4.2 stars from 41 reviews.
- Buyers love the tea; the complaints are delivery times and cancelling the subscription.
- Customers praise: flavour, freshness, packaging.
- Customers complain about: slow delivery, cancelling the subscription.

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.

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.

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 "Quoll & Kettle Tea Geelong VIC".
- Your Google Business Profile shows beside the results.

Directory listings **GOOD**

100/100

Your directory listings show the same phone and address as your website.

- True Local: details match (<https://www.truelocal.com.au/business/quoll-kettle>).
- Not found on: Hotfrog, Localsearch, Yellow Pages. Free listings there help Apple Maps and AI assistants find you.

Reviews beyond Google **GOOD**

100/100

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

- ProductReview: 4.1 stars from 14 reviews (<https://www.productreview.com.au/listings/quoll-kettle>).
- Facebook: 4.8 stars from 96 reviews (<https://www.facebook.com/quollandkettle>).

Security

70/100, 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.

- quollandkettle.example has no SPF record, so anyone can send email as you and your own mail is more likely to land in spam.
- quollandkettle.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.quollandkettle.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.quollandkettle.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.

- quollandkettle.example expires in 23 days (26 Oct 2026); check auto-renew is on.
- quollandkettle.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.

Forgotten sites on your domain **MEDIUM**

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

Old or test sites on your domain are exposed, or could be taken over by someone else.

- staging.quollandkettle.example looks like a staging or old copy of your site and Google can index it.
- Certificate logs list 1 other hostname on quollandkettle.example; we checked 1.

Fix: Delete DNS records for anything you no longer use (especially ones pointing at GitHub, Heroku, Azure, S3 or Shopify), and password-protect or noindex staging sites. Ask your web developer to check them all.

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: quolandkettle.example.
- We checked the 300 most likely typos and extensions of quollandkettle.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.

- quollandkettle.example isn't on the blocklists we checked.

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

Consumer law basics **MEDIUM**

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

Parts of your shop's refunds or pricing wording may mislead customers about their rights under Australian Consumer Law.

- We couldn't find refunds or returns information. Shoppers look for it before buying, and it's where you explain their consumer guarantee rights.
- This is an automated observation, not legal advice.

Fix: Add a clear returns page that separates change-of-mind returns (your choice) from faulty goods (always covered), remove 'no refunds' or 'all sales final' wording, and show consumer prices including GST. The ACCC's 'Consumer guarantees' guide has plain wording you can adapt.

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.

Card surcharges and fees **LOW**

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

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

- A service fee is only added at checkout (/cart: "Subtotal \$18.00. A service fee of \$3.50 is added at checkout."). From 1 July 2027 fees must be included in the price customers see first.
- You sell a subscription or membership but we found nothing about how to cancel. From 1 July 2027 cancelling must be as easy as signing up.
- 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.

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.

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, Quoll & Kettle Tea. 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.