

ASTRACORE TECH

The Audit Guy

PAGE REVIEWED

A barbershop location page (name and address withheld)

DATE

2026-10-22

PREPARED FOR

Sample report. Real findings, business anonymized

56

/ 100
overall brand score

Your brand scorecard

Customers love the cuts. The brand around them is scattered, and most of what's missing is cheap to fix.

56

/ 100 overall

Plain average of the five areas below.

IF YOU LOSE JUST ONE CUSTOMER A DAY

\$1,800

a month · \$21,900 a year

Average ticket \$60 × 1 lost customer a day × 30 days = **\$1,800 a month** (\$21,900 a year)

Average of your listed prices: lowest \$50 (haircut) and highest \$70 (haircut & beard), from your Main Street page and the booking app. The full math is on the "One lost customer a day" page.

Website

70

/100

Clear prices and a Book button on every barber. Loses points for no hours, no rating, only 4 of the 8 Main Street barbers shown, and 9 taps to reach checkout.

Google

66

/100

4.9 stars and about 12 new reviews a month. None of the last 30 has a reply, and the profile has 43 photos to Competitor A's 80.

Reviews & listings

58

/100

Address and phone match everywhere we looked. Apple Maps and Bing still send people to the old .ca site, which lists different hours.

Social

45

/100

3,781 Instagram followers and about 3 posts a week. No recent caption asks people to book, the bio doesn't link to your site, no comment gets a reply, and we found no other active platform.

Branding

40

/100

Two spellings of the name, three different logos, two live websites, and a Main Street page that fails the 5-second test.

These scores are our judgement from the findings in this report. Website is the average of the five landing page scores on the next page (74), less 4 for booking friction. Google and Reviews & listings match the Google and directory sections. Social and Branding are scored against our checklists. Those sections, the booking tap test and the before/after mockup are left out of this public sample.

The short version

The Main Street page is well built: prices under the headline, a Book button for every barber, phone and directions one tap away. What it leaves out is what a first-timer checks: hours, a star rating, and half the barbers who take bookings at Main Street. Your last 30 Google reviews have no replies. Beyond the page, the brand is split: two spellings of the name, three logos, two live websites with different hours, and an Instagram feed that mostly talks about the other shop.

LANDING PAGE SCORES BY AREA

Clarity		82
Trust		55
Speed		75
Mobile		75
Call to action		85
Google Profile		66
Reviews & listings		58

WHAT ALREADY WORKS

- Prices above the fold: Haircut \$50-\$60, Haircut & beard \$55-\$70, with per-barber prices and durations on each card
- Direct online booking for the shop and for each barber, so nobody picks a barber twice
- Click-to-call the shop phone and a directions link in the hero, repeated in Find us
- Fastest mobile page of the four shops we compared (Lighthouse performance 77 today; the next best scored 69)
- 4.9 stars from 474 Google reviews, the most of the four closest shops, and about 12 new reviews a month since August
- Customers name their barber: 21 of the 24 written reviews in the last 30 mention Barber 2, Barber 1, Barber 3, Barber 4 or Barber 5 by name

HOW TO READ THIS REPORT

The fixes are ranked by how much we expect each one to move conversions. Each carries two tags: **impact** (what it is worth) and **effort** (what it costs you to ship). Start at #1 and work down. High impact, low effort items are the ones to do this week.

Top 10 fixes, ranked by impact

01

WEBSITE

IMPACT: HIGH

EFFORT: LOW

No hours on the page, and four versions of them online

WHAT'S WRONG

The page shows no opening hours. Google says Tue-Sun 10 a.m.-8 p.m. Your other site, your old .ca site, says Tue-Sat 10-7 and Sun 10-5 on one page and Sat 10-6, Sun 12-5 on another. Apple Maps showed 10-7 today.

WHY IT COSTS YOU

"Are they open now?" is the first question on a barber page. When the answers disagree, people pick the shop whose hours they trust.

THE FIX

Settle on one set of hours. Put them in the hero and in Find us, add them to the schema, then copy the same hours to Google, Apple Maps (Business Connect), Bing Places and Yelp.

02

GOOGLE

IMPACT: HIGH

EFFORT: LOW

None of your last 30 Google reviews has a reply

WHAT'S WRONG

From Aug 8 to Oct 22, 2026 you got 30 Google reviews (29 five-star, one four-star). We found an owner reply on none of them.

WHY IT COSTS YOU

BrightLocal's 2026 survey: 42% of consumers are unlikely to use a business that ignores its reviews, and 80% favour one that replies to all of them.

THE FIX

Reply to every new review within a week, using the barber's name the customer used. The three templates on the reviews page are a starting point; change a line or two each time.

03

WEBSITE

IMPACT: HIGH

EFFORT: MEDIUM

No rating or review on the page

WHAT'S WRONG

Reviews show up only as a "Read Main Street reviews" link that sends people to Google Maps. No stars, no count, no quotes.

WHY IT COSTS YOU

First-timers choose on social proof. Sending them to Maps to find it puts your competitors one swipe away.

THE FIX

Show "4.9 on Google, 474 reviews" under the headline and one or two short real quotes with a first name. Update the numbers on a schedule.

Fixes, continued

04

LISTINGS

IMPACT: HIGH

EFFORT: LOW

Apple Maps and Bing point to your old website

WHAT'S WRONG

Apple Maps (fed by Yelp) and Bing list your old .ca site as your website. Google lists yourshop.com/location. The name also varies: "Your Shop Barber", "Your Shop Barbershop", "Your Shop".

WHY IT COSTS YOU

People who find you on an iPhone or Bing land on a different site with different hours. Mixed names and sites also make it harder for search engines to treat these as one business.

THE FIX

Redirect your old .ca site to the .com location pages. Claim Apple Business Connect, Bing Places and Yelp, and set the same name, website and hours everywhere.

05

WEBSITE

IMPACT: HIGH

EFFORT: LOW

The barbers customers praise most aren't on the page

WHAT'S WRONG

The hero and team section list Barber 4, Barber 6, Barber 3 and Barber 7. In your last 30 reviews, Barber 1 is named 7 times and Barber 2 6 times. Neither appears on the Main Street page; the booking app lists Barber 1 and Barber 5 at Main Street.

WHY IT COSTS YOU

Someone who read "ask for Barber 2" on Google comes to the page, can't find Barber 2 and has to guess.

THE FIX

Show every barber who takes bookings at Main Street, with their own Book link, and keep the list in sync with the booking app.

06

WEBSITE

IMPACT: MEDIUM

EFFORT: LOW

The work gallery undercuts itself

WHAT'S WRONG

The caption under "From the chair." reads "Your Shop shop work; individual barber and shop credits are unconfirmed."

WHY IT COSTS YOU

Telling visitors you're not sure who did the cuts makes the photos weaker as proof.

THE FIX

Credit each photo to a Main Street barber and link it to that barber's Book button, or drop the caption and show only photos you can credit.

Fixes, continued

07

GOOGLE

IMPACT: MEDIUM

EFFORT: MEDIUM

You don't show up for "barbershop [next neighbourhood]"

WHAT'S WRONG

In Google Maps near the shop you were #1 for "barber [district]" and "fade haircut [district]", but not in the first six for "barbershop [next neighbourhood]".

WHY IT COSTS YOU

Many people around Main Street call the area the next neighbourhood. Those searches go to Competitor D, Competitor F and Competitor G.

THE FIX

Use the new page title and Google description in this report, which name the neighbourhood, the district and the next neighbourhood. Mention the area in Google posts.

08

GOOGLE

IMPACT: MEDIUM

EFFORT: LOW

Thin photo gallery on Google

WHAT'S WRONG

Your profile has 43 photos. Competitor A, down the street, has 80; Competitor D in the next neighbourhood shows 545.

WHY IT COSTS YOU

On Maps people scroll photos before they tap Book. A short gallery makes a 4.9 shop look smaller than it is.

THE FIX

Add 10-15 photos a month: finished cuts credited to the barber, the chairs, the storefront and the team.

09

WEBSITE

IMPACT: MEDIUM

EFFORT: LOW

Title, meta and schema undersell the location

WHAT'S WRONG

The title is "Men's Haircuts on Main Street | Your Shop [City]". The schema calls the shop a HairSalon and has no hours, coordinates or rating.

WHY IT COSTS YOU

Neither names the district or the neighbourhood, the words people use in local searches, and search engines get no hours to show.

THE FIX

Use the title and description on the search page of this report. Change the schema type to BarberShop and add openingHoursSpecification and geo.

Fixes, continued

10

WEBSITE

IMPACT: MEDIUM

EFFORT: LOW

Cookie banner covers the phone and directions on mobile

WHAT'S WRONG

On a 390 px phone the cookie banner sits over the phone number and directions link in the hero.

WHY IT COSTS YOU

Those are the two taps a ready-to-go visitor wants. Every extra tap loses a few.

THE FIX

Shrink the banner to one slim bottom bar that leaves the phone and directions links clear.

On a phone



Mobile 390 px, above the fold.
Blurred in this sample to hide the
business.

Your Google profile

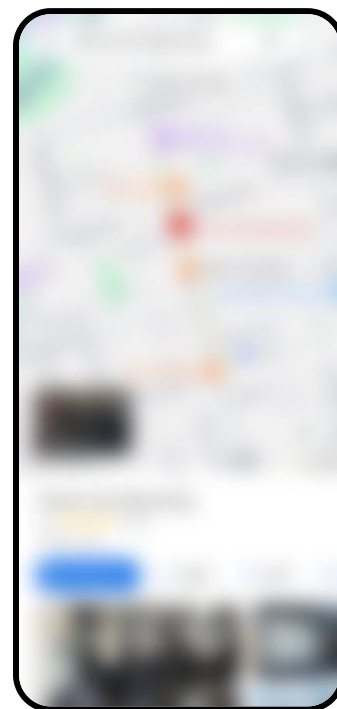
66

/ 100

Google Profile score

The rating is excellent and the review flow is steady. Nobody is answering those reviews, the gallery is thin, and other listings send people to an old site.

What we could see: Google Maps showed us its limited view. Review data covers your 30 newest Google reviews, and hours and photo counts come from your public Maps listing, both read on Oct 22, 2026. Google Search blocked us again with a traffic check.



Google Maps on a phone.
Blurred in this sample.

PROFILE CHECKS

Category	Barber shop (primary). We couldn't see extra categories. Your website schema calls you a HairSalon.	CHECK
Name	"Your Shop Barber" on Google, "Your Shop" on the site.	CHECK
Address	the shop's street address. Matches the site (the same address).	OK
Phone	the shop phone. Matches the site.	OK
Hours	Tue-Sun 10 a.m.-8 p.m., closed Mon. The website shows no hours; your .ca site and Apple Maps show different ones.	FIX
Rating	4.9 stars from 474 reviews.	OK
Review recency and replies	30 new reviews Aug 8 - Oct 22, 2026 (about 12 a month). Owner replies on 0 of 30.	FIX
Photos	43 photos. Competitor A has 80, Competitor D 545.	FIX
Website link	Goes to yourshop.com/location, the right page.	OK
Booking links	Book online goes to the booking app's Main St page. The appointment link uses a different booking app link ("other"). The booking app's security check blocked both links when opened from Google. The Book button on your site works (see the booking tap test).	CHECK

You vs. the three closest shops

You lead on reviews and page speed but sit third of four on Maps. The two shops above you share one address and both have more photos per review.

#3 of 4 in Google Maps for "barber near [street] [city]"

SHOP	GOOGLE RATING	REVIEWS	PHOTOS	MOBILE SPEED	ONLINE BOOKING ON SITE	MAPS SPOT
You	4.9	474	43	77	Yes (the booking app)	#3
Competitor A	5.0	113	80	59	Yes (own widget)	#1
Competitor B	4.6	432	27	69	Yes (Book Online page)	#2
Competitor C	4.7	186	19	No website listed	No website	#4

Reviews: you're #1 of 4, with 42 more than Competitor B and four times Competitor A.

Photos: you're #2 of 4. Competitor A has 80 photos from 113 reviews; you have 43 from 474.

Speed: you're #1 of 4. Lighthouse mobile performance 77, against 69 and 59. Competitor C has no website on Google.

Rivals are the three closest barbers in the same Google Maps search ("barber near [street] [city]", top 5, Oct 22, 2026; the 5th result, Competitor E on the next neighbourhood, is about 2.4 km away). Lighthouse 12.8 mobile, performance only, one run each on Oct 22. Our v2 run gave your page 86, so expect a few points of swing between runs. Booking checked by loading each homepage on a phone-sized screen.

What customers say

Your last 30 Google reviews are all 4 or 5 stars and contain no complaints. The problem is silence: none has a reply.

30

newest reviews, Aug 8 - Oct
22, 2026

4.97

average (29 × 5★, 1 × 4★)

~12

new reviews a month

0 of 30

with an owner reply

WHAT THEY PRAISE

- **Named barbers (21 of 24 written reviews).** Barber 1 7, Barber 2 6, Barber 3 4, Barber 4 3, Barber 5 1.
- **Would recommend (8).** "Highly recommend booking w Barber 2."
- **Friendly, welcoming staff (6).** "Very chill and respectful."
- **Regulars coming back (6).** "He is now my main barber."
- **Fades, line-ups and scissor work (6).** "Best scissor work with men's hair."
- **Kids' cuts.** Tagged on 3 reviews; one parent brings a younger brother to Barber 3.

WHAT THEY COMPLAIN ABOUT

- **None in the last 30.** The single 4-star review is positive ("super professional & friendly").
- **Older reviews.** Google's breakdown for all 474 shows 10 one-star reviews. They fall outside our 30-review window, so we haven't read them.
- **Watch for:** barbers on the booking app and in reviews who aren't on your page (see fix #5).

REPLY TEMPLATES YOU CAN PASTE

5 STARS, NAMES A BARBER

Thanks, {first name}. Glad {barber} got the cut right. We'll pass this on to him. See you next time on Main Street.

5 STARS, NO TEXT

Thanks for the five stars, {first name}. Next time, tell us who cut your hair so we can pass on the thanks.

ANYTHING UNDER 4 STARS

{First name}, sorry this one missed. We'd like to put it right. Call the shop at the shop phone and ask for the manager, and we'll book you back in.

Source: your newest 30 Google reviews, read on Oct 22, 2026. Reviewers are shown by first name only. Counts are reviews that mention each theme; one review can count in more than one theme. 6 of the 30 are star-only with no text.

Search check

You come up #1 for the district searches and #3-4 for Main Street searches, and you're missing from "barbershop [next neighbourhood]". Google Search blocked us again, so these are Google Maps results.

SEARCH	WHERE	YOUR SPOT	WHO'S ABOVE YOU
barber [district]	Google Maps	#1	Nobody
fade haircut [district]	Google Maps	#1	Nobody
barber near [street] [city]	Google Maps	#3	Competitor A, Competitor B
haircut [neighbourhood]	Google Maps	#4	a hair salon, Competitor B, Competitor A
barbershop [next neighbourhood]	Google Maps	Not in top 6	Competitor F, Competitor D, Competitor G
barber near [street] [city]	Google Search	Blocked	Google showed a traffic check ("unusual traffic")
best barber near [street] [city]	Bing web	the booking app page #6, .ca site #8	Your .com Main Street page wasn't on page 1

SUGGESTED PAGE TITLE (61 CHARACTERS)

Barber in the neighbourhood, the district | Your Shop on Main

SUGGESTED META DESCRIPTION (165 CHARACTERS)

Men's haircuts from \$50 and haircut & beard from \$55 at the street address in the neighbourhood, near the next neighbourhood. 4.9 on Google. Book your barber online.

Google Maps checks were run signed out from a point near the shop on Oct 22, 2026 (three in our v2 pass, two today, one from a fixed point). Rankings move with location and time, so treat this as a snapshot.

Directory check

DIRECTORY CHECK (NAME, ADDRESS, PHONE)

Address and phone match everywhere we could check. Website and hours don't, and Facebook search turns up a different shop.

Google (baseline)	Your Shop Barber · the street address · the shop phone · yourshop.com/location · Tue-Sun 10-8	MATCH
Apple Maps	Your Shop Barbershop · address and phone match · website your old .ca site · hours 10-7 today (Google: 10-8). Data from Yelp.	MISMATCH
Bing Places	Your Shop Barber · address, phone and 8 p.m. close match · website your old .ca site	MISMATCH
Yelp	Yelp's pages came back blank to our browser twice. Apple Maps links to a Yelp listing for you, so one exists; we couldn't read it.	BLOCKED
Facebook	No Main Street page found. The page search engines return for "Your Shop Barber Facebook" (a similar name) is a barbershop in another country.	NOT FOUND

Checked Oct 22, 2026 by loading each site in a browser, signed out.

One lost customer a day

Every gap in this report gives someone a reason to book somewhere else. Here is what it costs if those gaps lose you just one customer a day.

IF YOU LOSE JUST ONE CUSTOMER A DAY

\$1,800 a month · \$21,900 a year

Average ticket \$60 × 1 lost customer a day × 30 days = **\$1,800 a month** (\$21,900 a year)

THE MATH, ONE LOST CUSTOMER AT A TIME

1 lost customer a day		\$60 $\$60 \times 1$
... a week		\$420 $\$60 \times 7$
... a month		\$1,800 $\$60 \times 30$
... a year		\$21,900 $\$60 \times 365$

A picture of the math above, not tracked data.

PRICES THAT WENT INTO THE AVERAGE

SERVICE	LISTED PRICE	WHERE WE SAW IT
Haircut	\$50-\$60	Your Main Street page (yourshop.com/location)
Haircut & beard	\$55-\$70	Your Main Street page (yourshop.com/location)
Haircut with Barber 1	\$50	Your online booking page

Average ticket: midpoint of lowest \$50 and highest \$70 = \$60.

Prices checked on Oct 22, 2026. The average is the midpoint of your lowest and highest listed main service. Kids' cuts (\$40 on the booking app) are left out because they are not a main service. Tax and tips are not included. One customer a day is an illustration of the stakes, not a measurement: we can't see how many people you lose. Your online booking data would show the real number.

Your 30-day fix plan

Week 1 costs nothing and stops the worst leaks. Weeks 2 and 3 fix the page and the brand. Week 4 makes it stick.

Week 1 Stop the leaks

LISTINGS Pick one set of hours. Update Google, the .ca site, Apple Maps, Bing and Yelp the same day.

GOOGLE Reply to all 30 recent Google reviews using the templates in this report.

SOCIAL Hide or report the two hostile comments on the Oct 14 reel. Reply to every other comment from the last month.

SOCIAL Rewrite the Instagram bio: what you do, both shops, hours, and a link to your website's booking page.

WEBSITE Cut the cookie banner down to a slim bar.

Week 2 Fix the Main Street page

WEBSITE Add hours and "4.9 on Google · 474 reviews" under the headline.

WEBSITE Show all 8 Main Street barbers with the names the booking app uses, each with a Book link and a one-line bio.

WEBSITE Replace the "credits unconfirmed" caption with photos credited to a barber.

WEBSITE Ship the new title, meta description and BarberShop schema from the search page.

BOOKING Set the booking app's default tip to None and add "plus tax" next to your prices.

Week 3 One brand everywhere

BRANDING Choose one spelling and one logo. Put them on the site, the Instagram picture, the booking app and Google.

LISTINGS Redirect your old .ca site to the .com location pages. Claim Apple Business Connect, Bing Places and Yelp.

BRANDING Put the 5-second line in the hero and the Instagram bio.

WEBSITE Add the year you opened and the local business association feature, if you have both to hand.

Week 4 Make it a habit

SOCIAL Post 3 times a week, at least once about Main Street. Name the barber and end with "Book [name] at Main Street, link in bio".

SOCIAL Add highlights for Main Street, the other shop, Prices, Team and Reviews.

SOCIAL Repeat the format that won: the whole crew, everyone tagged, once a month.

GOOGLE Add 10-15 photos credited to barbers and post on Google once a week.

BOOKING Compare this month's online bookings with last month's to see what moved.

Built from every finding in this report. Tasks tagged Booking depend on the booking app's settings; the rest you control.

Now go fix it.

You have the hard part already: barbers people ask for by name and a 4.9 that keeps growing. What's missing is the plumbing around it, and every week it stays broken some of those people book somewhere else.

This is a sample. The business, staff, competitors and addresses are anonymized, and screenshots are blurred. Your report names your business and shows your real screenshots.

You don't have to fix this alone.

AstraCore Tech can handle the fixes in this report: your website, Google profile, reviews, social and branding.

Contact us and we'll show you what we can do for your business.

astracoretech.com → info@astracoretech.com

Know another owner who'd want this? Send them to **theauditguy.vercel.app**