

Visibility Audit: Cobble Cafe

West End, Brisbane · cafe · 12 May 2026 · Example audit

This is a sample showing the format. Real audits use your business's actual data.

The three fastest wins from this audit

1. The site isn't mobile-responsive – most search traffic is mobile-first
2. Menu lives in a PDF inside a Google Drive link – Google can't index it
3. Google Business Profile is missing the "Order from menu" link and current hours

2. Site issues

Mobile rendering: site uses a 1024px fixed-width layout. On a phone it renders at ~30% scale – every tap requires a pinch-zoom.

Ranked fix list:

1. **Make the site mobile-responsive.** Single most expensive miss. Brisbane food search is ~78% mobile (Google Search Console benchmark). The current site loses every searcher on a phone within 3 seconds. *Needs a developer.*
2. **Put the menu on the page, not in a PDF.** Google can't index a Google Drive PDF the way it indexes inline HTML. Inline menu items get you long-tail searches ("eggs benedict west end"). *Can be done by anyone comfortable copy-pasting into a CMS.*
3. **Add a structured-data block for opening hours + address.** Tells Google your hours definitively, fixes the Saturday discrepancy at the source. *Needs a developer (5 lines of JSON-LD).*
4. **Compress hero image.** Current hero is 4.2 MB. Should be under 200 KB. Adds 4+ seconds on a 4G connection. *Can be done by anyone with TinyPNG.*

4. Next step

I can rebuild the site for \$1,497, which includes mobile-responsive layout, inline menu, structured data, hero compression, and Google Business Profile cleanup. The \$297 you paid for this audit credits against it, so the rebuild ends up at \$1,200.

If you'd rather take this PDF to any developer, the fixes stand alone – they don't need me to do them.

Book a 20-minute call to talk it through: cal.com/jacobem1836/20-min-intro

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