ONLINE VISIBILITY REPORT

# Harbor Lane Salon

harborlanesalon.example

A **sample report** for a made-up business, **Harbor Lane Salon**. It shows how easily customers in Fort Lauderdale find a business when they search on Google, Bing and DuckDuckGo, or ask an AI assistant for a recommendation. Every number is an example.

### Google, Bing and DuckDuckGo

37 searches customers type

### Google Maps

Where the salon shows on the map

### AI assistants

110 answers from ChatGPT, Google AI and Gemini

### The website

All 22 pages, speed and listings

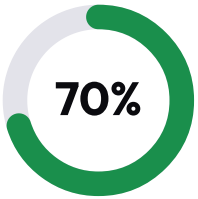
# When people in Fort Lauderdale look for a hair salon, how often do they find Harbor Lane Salon?




**Online visibility score**

SUMMARY

- You're in the **top 3 on the Google map** for **26 of 37** searches.
- **AI gets your address right** every time it names you.
- **Your website shows on Google's first page** for only **3 of 34** searches.
- **No Spanish search** finds your website, and AI gives out an **old phone number**.



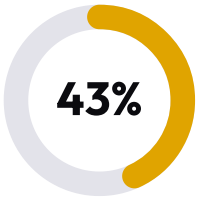

### Google map

In the top 3 on the map for 26 of 37 searches



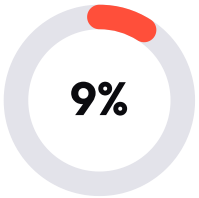

### AI assistants

Named in 42 of 110 answers (ChatGPT, Google AI Mode, Gemini)




### Bing

Your website on page 1 for 16 of 37 searches




### Google search results

Your website on page 1 for 3 of 34 searches that don't include your name

WHAT A CUSTOMER SEES · GOOGLE

# On the map you're near the top. Your website is on page 2.

G balayage fort lauderdale

## SEARCH RESULTS: PAGE 1, OTHER SALONS' WEBSITES AND DIRECTORIES

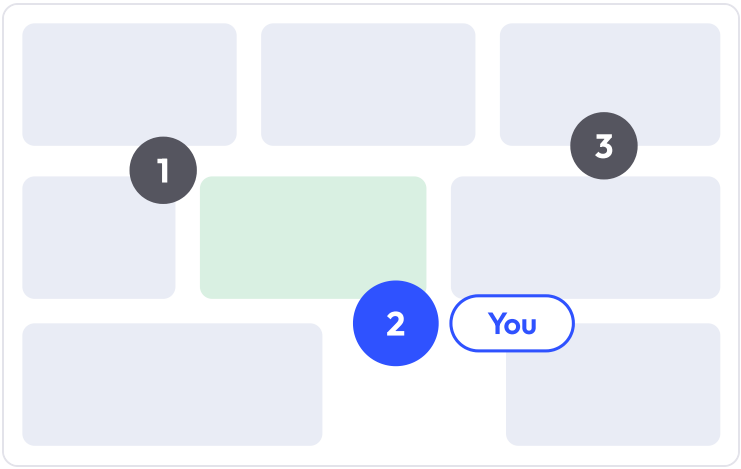
1
2
3
4
5
6
7

8, 9, 10 ...

1 **2** 3 4 5 Next

**Your website is result #14, on page 2**

## MAP




1 Another salon

**2 Harbor Lane Salon (you)**

3 Another salon

# Found on the map. Rarely on Google's first page for the services people search.

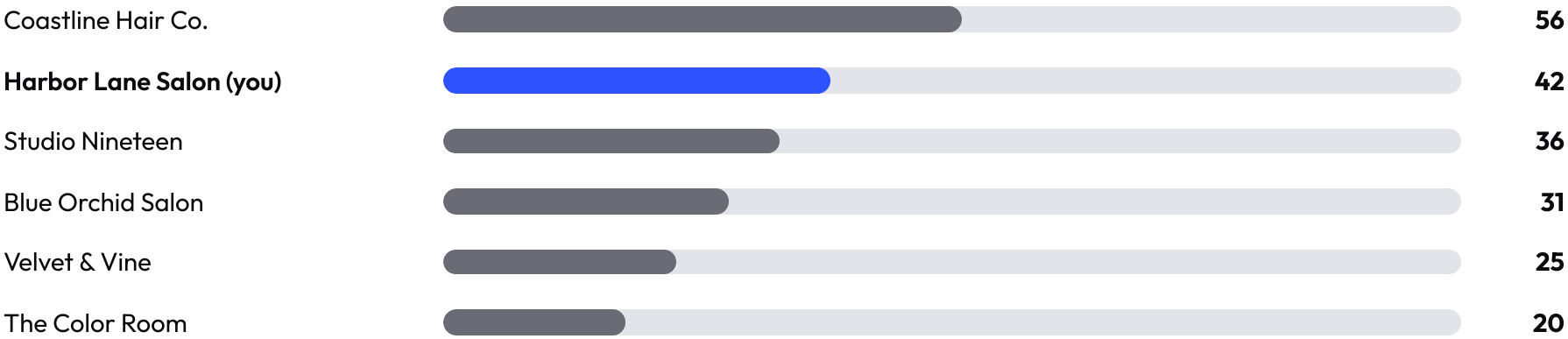
| | Google Search | Google Maps | Bing | DuckDuckGo |
|---|---|---|---|---|
| **Your name**<br>e.g. "harbor lane salon" | 3 of 3<br>on page 1 | 3 of 3<br>in the map's top 3 | 3 of 3<br>on page 1 | 3 of 3<br>on page 1 |
| **Hair services by area**<br>e.g. "balayage fort lauderdale" | 2 of 12<br>on page 1 | 8 of 12<br>in the map's top 3 | 3 of 12<br>on page 1 | 6 of 12<br>on page 1 |
| **Booking, prices and gifts**<br>e.g. "hair salon open sunday fort lauderdale" | 0 of 8<br>on page 1 | 4 of 8<br>in the map's top 3 | 4 of 8<br>on page 1 | 4 of 8<br>on page 1 |
| **Treatments and styles**<br>e.g. "brazilian blowout fort lauderdale" | 1 of 10<br>on page 1 | 9 of 10<br>in the map's top 3 | 6 of 10<br>on page 1 | 5 of 10<br>on page 1 |
| **Searches in Spanish**<br>e.g. "salón de belleza fort lauderdale" | 0 of 4<br>on page 1 | 2 of 4<br>in the map's top 3 | 0 of 4<br>on page 1 | 0 of 4<br>on page 1 |

# AI names you in 42 of 110 answers. Coastline Hair Co. is named more.

## How often each AI names you




## Who AI names (out of 110 answers)



# AI repeats an old phone number for you

## What AI says about your business

**(954) 555-0142**
**21 answers**
Your website's number

**(954) 555-0177**
**6 answers**
Your old number, still on Yelp

**"Closed Sundays"**
**4 answers**
You're open Sundays since spring

## Questions where AI didn't name you

| | |
|---|---|
| “good hair salon near Las Olas” | named in 1 of 5 answers |
| “hair salon in Wilton Manors with good reviews” | named in 1 of 5 answers |
| “best salon for curly hair in Fort Lauderdale” | named in 0 of 5 answers |
| “top rated hair colorist in Broward” | named in 1 of 5 answers |
| “where can I get a keratin treatment in Fort Lauderdale?” | named in 0 of 5 answers |

# AI names you for your own name, rarely for services or in Spanish

| | ChatGPT | Google AI | Gemini |
|---|---|---|---|
| **Finding a salon**<br>e.g. "best hair salon in Fort Lauderdale" | 6 of 16<br>answers name you | 4 of 16<br>answers name you | 4 of 8<br>answers name you |
| **Services and occasions**<br>e.g. "who does bridal hair in Fort Lauderdale?" | 6 of 16<br>answers name you | 4 of 16<br>answers name you | 3 of 8<br>answers name you |
| **In Spanish**<br>e.g. "¿cuál es el mejor salón de belleza en Fort Lauderdale?" | 0 of 6<br>answers name you | 0 of 6<br>answers name you | 0 of 3<br>answers name you |
| **About Harbor Lane**<br>e.g. "is Harbor Lane Salon in Fort Lauderdale good?" | 6 of 6<br>answers name you | 6 of 6<br>answers name you | 3 of 3<br>answers name you |

WHAT WE FOUND ON YOUR WEBSITE

# Four things keep your website off Google's first page

**6**

### Pages with the same title

Six service pages are all named "Services | Harbor Lane Salon".

**0**

### Pages for your areas

No page for Las Olas, Wilton Manors, Victoria Park or Oakland Park.

**0**

### Pages in Spanish

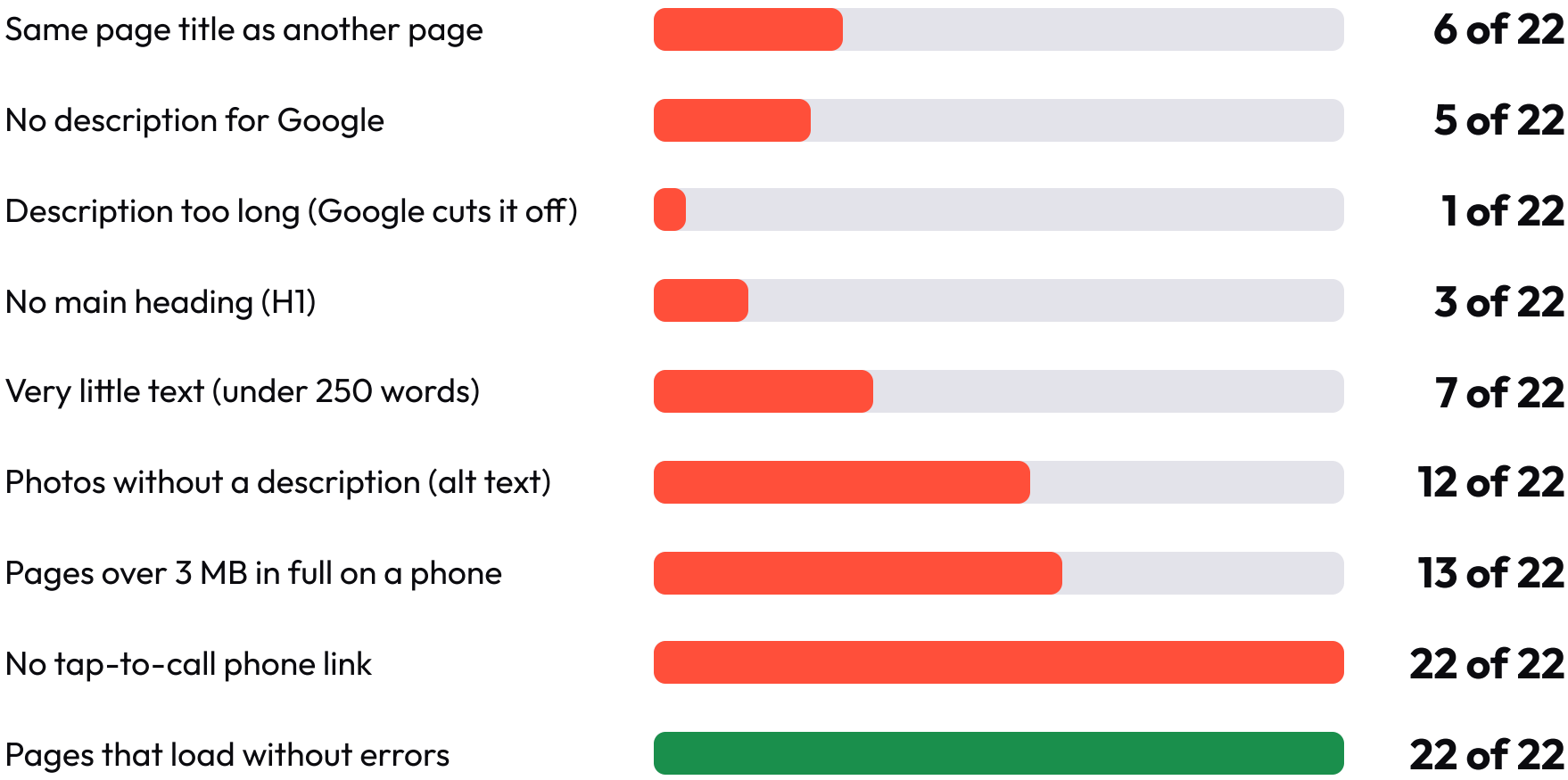
Not on page 1 for any of 4 Spanish searches.

**7.9 MB**

### Home page size

The hero video and full-size photos load slowly on phones.

# How Google reads your 22 pages



# Your home page doesn't tell Google what you do or where

HOW GOOGLE SHOWS YOUR HOME PAGE

harborlanesalon.example

## Harbor Lane Salon

Welcome to Harbor Lane Salon, where every guest is family! Our talented team loves helping you look and feel your best with cuts, color, treatments and so much more. Book today and treat yourself! ...

PAGE TITLE

### “Harbor Lane Salon”

Only your name, no service or city

MAIN HEADING (H1)

### “Welcome!”

Doesn't say hair salon or Fort Lauderdale

DESCRIPTION

### “214 characters”

Google shows about 160, so the rest is cut off

# Site health: the basics are solid, the details are missing

- ✓ **Secure (https)** on every page
- ✓ Missing pages show a proper **"not found"** page
- ✓ Every page is **built for phones**
- ✗ No **business details in the page code** (address, hours, phone)
- ✗ **41 photos** have no description (alt text), on 12 pages
- ✓ All **22 pages load** with no broken pages
- ✓ **No pages hidden** from Google
- ✗ **http://www** takes 2 redirects to reach your site
- ✗ No **tap-to-call** phone link on any of the 22 pages
- ✗ The sitemap is missing **6 pages**

# Parts of your website are hard to read or use

**24**

**Low-contrast text**

Light grey text on the services page

**3**

**Buttons with no name**

Icon buttons screen readers can't announce

**1**

**Form box with no label**

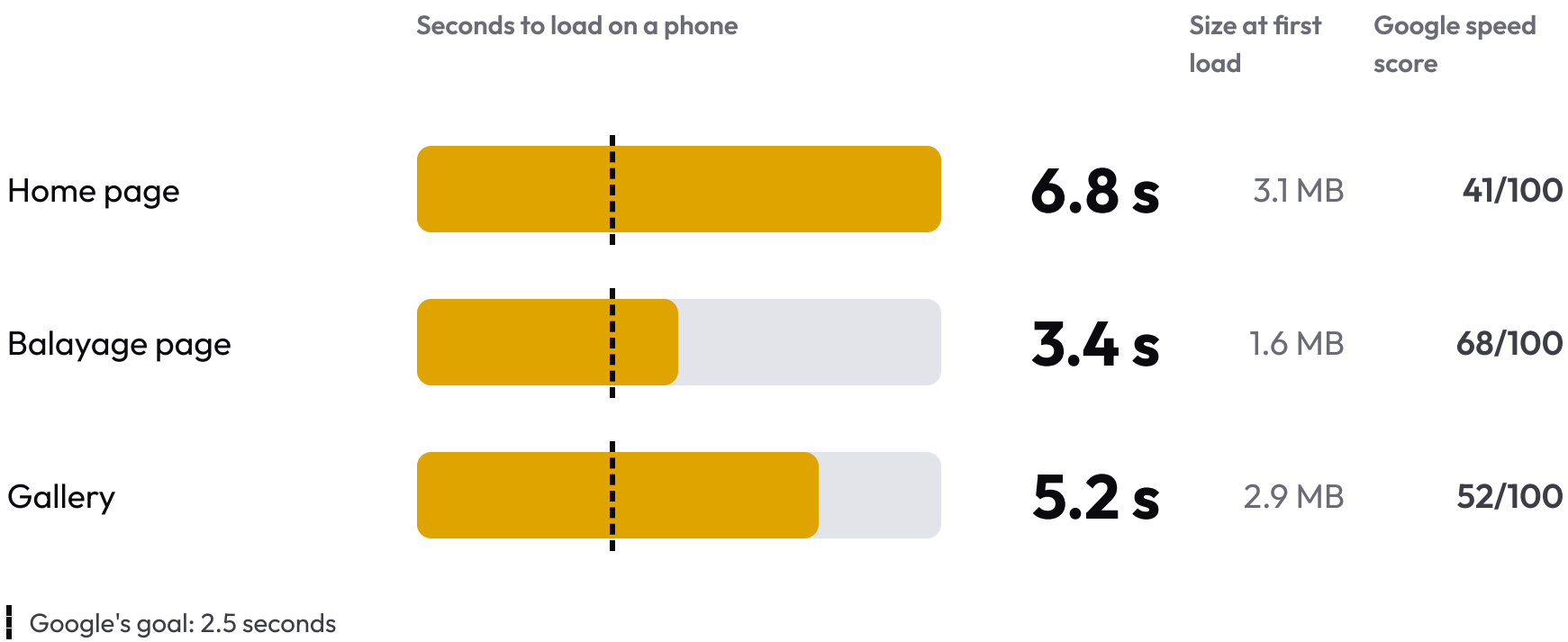
On the booking page

**2**

**Links that say "click here"**

They don't say where they go

# Your home page takes 6.8 seconds to show on a phone



# Your business details don't match everywhere

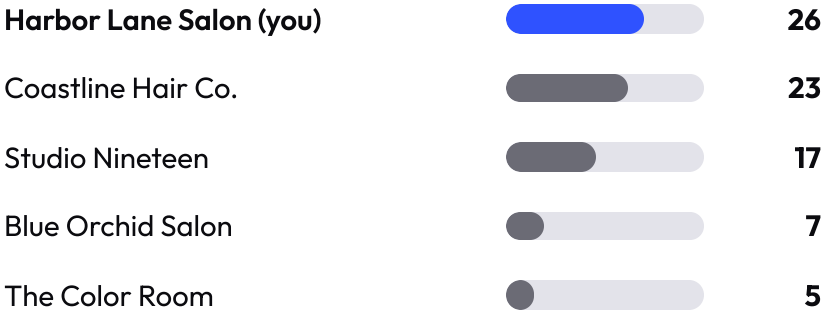
| | Name | Address | Hours | |
|---|---|---|---|---|
| **Your website** | ✓ | ✓ | ✓ | Open 7 days, phone (954) 555-0142 |
| **Google profile** | ✓ | ✓ | ✓ | 4.8 from 212 reviews |
| **Yelp** | ✓ | ✓ | ✗ | Old phone, says closed Sundays |
| **Bing Places** | ! | ✓ | – | Named "Harbor Lane Hair Studio" |
| **Apple Maps** | ✓ | ✗ | – | Shows the old suite number |

✓ Matches your website ✗ Different ! Partly different – Not shown

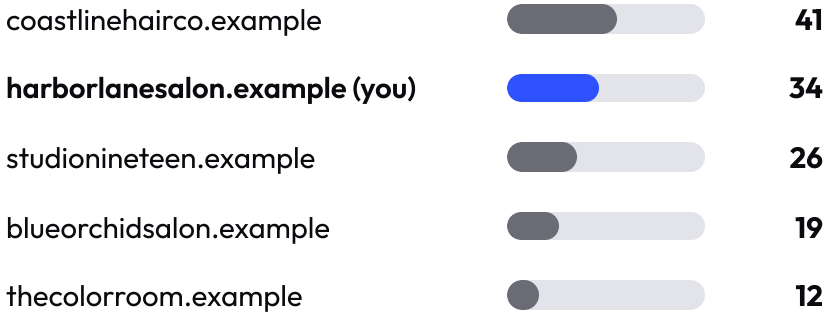
WHO YOU COMPETE WITH

# Who shows up next to you

### On the Google map (out of 37 searches)




### Websites on page 1 of Bing and DuckDuckGo (out of 74)




WHAT'S WORKING

**4.8★**
from 212 Google reviews

**13×**
first on the Google map

**#1**
for your name everywhere

**✓**
AI gets your address right

APPENDIX A · FOR YOUR WEB PERSON

# Every search we checked

Your position in each search, sample data.

Green: top 3. Yellow: rest of page 1. Grey: page 2. Red: 10+ means not on Google's page 1, 20+ means not in the first 20.

| Search | Google Search | Google Maps | Bing | DuckDuckGo |
|---|---|---|---|---|
| **Your name** | | | | |
| harbor lane salon | 1 | 1 | 1 | 1 |
| harbor lane salon fort lauderdale | 1 | 1 | 1 | 1 |
| harborlanesalon | 1 | 1 | 1 | 1 |
| **Hair services by area** | | | | |
| balayage fort lauderdale | 10+ | 3 | 10 | 7 |
| hair salon las olas | 10+ | 2 | 10+ | 20+ |
| keratin treatment fort lauderdale | 10+ | 3 | 20+ | 20+ |
| hair color salon wilton manors | 10+ | 8 | 20+ | 20+ |
| best hair salon fort lauderdale | 10+ | 5 | 20+ | 1 |
| blowout fort lauderdale | 6 | 1 | 20+ | 9 |
| hair extensions fort lauderdale | 10+ | 8 | 20+ | 6 |
| highlights victoria park | 10+ | 2 | 20+ | 20+ |
| bridal hair fort lauderdale | 10+ | 1 | 3 | 7 |
| curly hair specialist fort lauderdale | 9 | 1 | 20+ | 8 |
| men's haircut las olas | 10+ | 9 | 3 | 20+ |
| hair salon oakland park | 10+ | 1 | 20+ | 10+ |
| **Booking, prices and gifts** | | | | |
| hair salon open sunday fort lauderdale | 10+ | 2 | 10 | 20+ |
| walk in hair salon fort lauderdale | 10+ | 5 | 20+ | 10+ |
| balayage price fort lauderdale | 10+ | 9 | 10 | 7 |
| book hair appointment online fort lauderdale | 10+ | 1 | 4 | 10+ |
| affordable hair color fort lauderdale | 10+ | 2 | 10+ | 9 |
| hair salon gift card fort lauderdale | 10+ | 9 | 5 | 1 |
| same day hair appointment fort lauderdale | 10+ | 1 | 20+ | 5 |
| hair salon near me open now | 10+ | 4 | 10+ | 20+ |

| Search | Google Search | Google Maps | Bing | DuckDuckGo |
|---|---|---|---|---|
| **Treatments and styles** | | | | |
| brazilian blowout fort lauderdale | 10+ | 2 | 9 | 6 |
| olaplex treatment fort lauderdale | 10+ | 2 | 10+ | 10+ |
| toner gloss fort lauderdale | 10+ | 1 | 20+ | 20+ |
| babylights fort lauderdale | 10+ | 1 | 10+ | 6 |
| copper hair color fort lauderdale | 10+ | 2 | 6 | 20+ |
| silver blonde fort lauderdale | 10+ | 2 | 2 | 7 |
| scalp treatment fort lauderdale | 10+ | 8 | 10 | 3 |
| wedding updo fort lauderdale | 10+ | 1 | 10+ | 9 |
| lived-in color fort lauderdale | 10+ | 3 | 8 | 10+ |
| dimensional brunette fort lauderdale | 4 | 1 | 6 | 20+ |
| **Searches in Spanish** | | | | |
| salón de belleza fort lauderdale | 10+ | 3 | 20+ | 10+ |
| peluquería en fort lauderdale | 20+ | 6 | 10+ | 10+ |
| balayage en fort lauderdale | 20+ | 6 | 20+ | 10+ |
| estilista de cabello fort lauderdale | 10+ | 2 | 20+ | 20+ |

APPENDIX B · FOR YOUR WEB PERSON

# Every question we asked AI

Your place among the businesses each answer named (1 = named first). A dash means that answer didn't name you.

Green: named in the top 3. Yellow: named lower. Red dash: not named.

| Question | ChatGPT 1 | ChatGPT 2 | Google AI 1 | Google AI 2 | Gemini |
|---|---|---|---|---|---|
| **Finding a salon** | | | | | |
| best hair salon in Fort Lauderdale | - | 2 | - | - | 3 |
| where should I get balayage in Fort Lauderdale? | 3 | - | 2 | - | 2 |
| good hair salon near Las Olas | - | 4 | - | - | - |
| who does the best blonde in Fort Lauderdale? | 5 | - | 2 | - | 4 |
| hair salon in Wilton Manors with good reviews | - | - | - | 2 | - |
| best salon for curly hair in Fort Lauderdale | - | - | - | - | - |
| where to get a blowout in Fort Lauderdale | - | 1 | - | 5 | 2 |
| top rated hair colorist in Broward | - | 4 | - | - | - |
| **Services and occasions** | | | | | |
| who does bridal hair in Fort Lauderdale? | 3 | 4 | - | - | 3 |
| where can I get a keratin treatment in Fort Lauderdale? | - | - | - | - | - |
| hair extensions salon in Fort Lauderdale | 1 | - | - | 4 | 3 |
| salon open on Sunday in Fort Lauderdale | - | - | 4 | - | - |
| gift card for a hair salon in Fort Lauderdale | - | 4 | - | 4 | - |
| where to get copper hair color in Fort Lauderdale | - | - | - | - | - |
| best salon for men's haircuts on Las Olas | 3 | - | 1 | - | 3 |
| salon that does Olaplex in Fort Lauderdale | - | 4 | - | - | - |
| **In Spanish** | | | | | |
| ¿cuál es el mejor salón de belleza en Fort Lauderdale? | - | - | - | - | - |
| ¿dónde hacerme balayage en Fort Lauderdale? | - | - | - | - | - |
| peluquería con estilistas que hablan español en Fort Lauderdale | - | - | - | - | - |
| **About Harbor Lane** | | | | | |
| is Harbor Lane Salon in Fort Lauderdale good? | 1 | 1 | 1 | 1 | 1 |
| what are Harbor Lane Salon's hours? | 1 | 1 | 1 | 1 | 1 |
| Harbor Lane Salon prices | 1 | 1 | 1 | 1 | 1 |

APPENDIX C · FOR YOUR WEB PERSON

# Technical findings

### Page names and descriptions

Six service pages share one title, and the home page title is only the business name. Each page needs a title with the service and area.

### Speed on phones

The home page loads a 4 MB hero video and full-size photos. Compress them and load the video only on larger screens.

### Business details

No name, address and phone in the footer, and no LocalBusiness structured data with hours and phone.

### Listings that disagree

Yelp shows an old phone and says closed Sundays; Bing Places uses an old name; Apple Maps shows an old suite number.

### Spanish

No page in Spanish, though the salon has Spanish-speaking stylists.

### Easy to read

Light grey text on the services page is hard to read, and icon buttons have no names.

This is a SAMPLE report. Harbor Lane Salon is a made-up business, and every number in it is an example of what a real report shows. A real report is made from searches your customers type, checked on Google, Google Maps, Bing and DuckDuckGo in a real browser from your area, signed out; questions asked to ChatGPT, Google AI Mode and Gemini, most of them twice; a crawl of every page of your website; a phone speed test; accessibility checks; and your listings checked by hand. Every number in a real report is dated.

APPENDIX D · FOR YOUR WEB PERSON

# Every page on your website

Every page Google can find on your website. Titles over 60 characters or repeated, and descriptions missing, over 160 characters or repeated, are marked as problems. Full page size is everything a phone downloads after scrolling to the end.

Problem  Worth fixing

| Page | Title (characters) | Main heading (H1) | Description | Words | Photos without alt | Full page size |
|---|---|---|---|---|---|---|
| / | Harbor Lane Salon (17) | Welcome! | 214 chars | 602 | 9 | 7.9 MB |
| /services | Services \| Harbor Lane Salon (28) | Services | 155 chars | 489 | 0 | 3.2 MB |
| /balayage | Balayage \| Harbor Lane Salon (28) | Balayage | 129 chars | 556 | 2 | 1.6 MB |
| /color | Services \| Harbor Lane Salon (29) · repeated | Color | 118 chars · repeated | 830 | 0 | 3.8 MB |
| /keratin | Services \| Harbor Lane Salon (29) · repeated | Keratin | 118 chars · repeated | 580 | 2 | 3.8 MB |
| /extensions | Services \| Harbor Lane Salon (29) · repeated | Extensions | 118 chars · repeated | 582 | 0 | 2.1 MB |
| /bridal | Bridal \| Harbor Lane Salon (26) | Bridal | 125 chars | 303 | 0 | 4.4 MB |
| /men | Services \| Harbor Lane Salon (29) · repeated | Men | 118 chars · repeated | 658 | 1 | 1.6 MB |
| /curly-hair | Services \| Harbor Lane Salon (29) · repeated | Curly Hair | 118 chars · repeated | 338 | 2 | 2.2 MB |
| /blowouts | Services \| Harbor Lane Salon (29) · repeated | Blowouts | 118 chars · repeated | 447 | 2 | 4.1 MB |
| /stylists | Stylists \| Harbor Lane Salon (28) | Stylists | missing | 123 | 0 | 1.5 MB |
| /gallery | Gallery \| Harbor Lane Salon (27) | missing | missing | 136 | 14 | 5.4 MB |
| /reviews | Reviews \| Harbor Lane Salon (27) | Reviews | missing | 228 | 2 | 4.4 MB |
| /gift-cards | Gift Cards \| Harbor Lane Salon (30) | Gift Cards | 141 chars | 181 | 1 | 4.1 MB |
| /book | Book \| Harbor Lane Salon (24) | missing | missing | 213 | 0 | 3.5 MB |
| /about | About \| Harbor Lane Salon (25) | About | 146 chars | 406 | 0 | 4.0 MB |
| /contact | Contact \| Harbor Lane Salon (27) | Contact | 143 chars | 156 | 0 | 2.9 MB |
| /faq | Faq \| Harbor Lane Salon (23) | Faq | 138 chars | 793 | 0 | 3.2 MB |
| /blog | Blog \| Harbor Lane Salon (24) | Blog | 125 chars | 649 | 2 | 2.5 MB |
| /blog/balayage-vs-highlights | Balayage Vs Highlights \| Harbor Lane Salon (42) | Balayage Vs Highlights | 135 chars | 469 | 2 | 1.9 MB |
| /blog/summer-hair-care | Summer Hair Care \| Harbor Lane Salon (36) | Summer Hair Care | 137 chars | 453 | 2 | 2.2 MB |
| /privacy | Privacy \| Harbor Lane Salon (27) | missing | missing | 123 | 0 | 3.2 MB |