



MAP & MENTION / LOCAL FINDABILITY AUDIT

A clearer public path from search to enquiry.

HARBOR & PINE HEATING

Riverton, Virginia / Fictional demonstration

SAMPLE	61 / 100	6 fault lines	30-day repair order
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This document demonstrates Map & Mention's delivery format using invented business facts. It is not a client audit, testimonial, benchmark, search ranking, or performance result.

MAP & MENTION / FICTIONAL DEMONSTRATION

Executive snapshot

Purpose: make Harbor & Pine's public business facts, service language, proof, and enquiry path agree. The 61 headline is the nearest whole result from a 60.9 weighted calculation across 24 fixed checks. It does not predict rankings, traffic, leads, or revenue.

6

OBSERVABLE FAULT LINES

3

CRITICAL FIRST-WEEK REPAIRS

30

DAY REPAIR ORDER

CATEGORY	RAW	WEIGHTED	READ
Crawl and index access	12 / 16	11.3 / 15	Useful pages are reachable; some important facts remain incomplete
Business-detail consistency	8 / 16	10.0 / 20	Address, coverage, and availability facts drift
Service and area clarity	10 / 16	12.5 / 20	Core services exist, but intent pages overlap
Structured business facts	8 / 16	7.5 / 15	Useful visible facts are missing from the markup
Review and trust proof	9 / 16	8.4 / 15	Proof is present but weakly sourced
Enquiry path	12 / 16	11.3 / 15	The mobile action and response expectations need clarity
TOTAL	59 / 96	60.9 / 100	Method 1.0 - display score 61; not a search ranking

The first move

Approve one canonical fact sheet before editing pages. Without that lock, the site, Business Profile, schema, and enquiry messages can be repaired independently and drift again.

WHAT IS WORKING	WHAT IS BLOCKING TRUST
A clear local name, visible phone number, repair/installation offer, and emergency positioning are already present.	Conflicting location details, broad service routes, and an ambiguous mobile enquiry path make key facts harder to verify.

Fault lines 01-03

Critical facts and the customer path come first. Each repair ends with an observable validation step.

01 One business address is not established		CRITICAL
PUBLIC EVIDENCE	The fictional footer says '18 Harbor Way, Suite 200' while the fictional contact page and profile omit the suite.	
REPAIR	Approve one postal format, then use it on the contact page, footer, profile, and structured facts. Do not add service-area text to the address field.	
VALIDATE	Search the rendered site and profile for every address instance; all must match the approved fact sheet.	

02 The mobile enquiry action is vague		CRITICAL
PUBLIC EVIDENCE	The fictional sticky mobile action says 'Contact' and hides the phone number. Emergency availability is stated elsewhere without a matching action.	
REPAIR	Name the action 'Call for HVAC repair' and keep the verified phone number visible. Separate emergency availability from office response hours.	
VALIDATE	Test on a narrow screen: label, phone number, hours context, and tap target are visible and accurate.	

03 Service destinations overlap		HIGH
PUBLIC EVIDENCE	Heat pumps, furnace repair, replacement, and maintenance cards all use the fictional label 'Learn more' and route to one general services page.	
REPAIR	Give repair, replacement, and maintenance one useful destination each. Use descriptive links that state the service and avoid thin near-duplicate pages.	
VALIDATE	Select every homepage service action and confirm the destination answers that intent with a clear next step.	

Fault lines 04-06

The second set aligns machine-readable facts and proof with what a customer can actually see.

04 Profile and site describe different service coverage		HIGH
PUBLIC EVIDENCE	The fictional profile lists Riverton and Northwood; the site also claims Eastgate and 'all surrounding counties' without defining the coverage.	
REPAIR	Approve an accurate service-area list. Use the same core places on the profile and site, adding detail only where the business genuinely serves customers.	
VALIDATE	Compare the live profile service areas with the approved fact sheet and the site's visible service-area statement.	

05 Structured business facts are incomplete		HIGH
PUBLIC EVIDENCE	The fictional LocalBusiness markup includes only name and URL. Phone, address, hours, and service area are omitted even though some appear visibly.	
REPAIR	Add only verified, visible facts. Keep markup synchronized with the page and avoid inserting claims solely for search systems.	
VALIDATE	Validate the rendered page, then manually compare every structured value with the visible fact sheet.	

06 Review proof lacks source context		MEDIUM
PUBLIC EVIDENCE	The fictional homepage shows two quoted endorsements without platform, date, or a path to the public source.	
REPAIR	Use short, permission-safe excerpts only where appropriate, identify the public source, and link to a review destination without inventing metadata.	
VALIDATE	Open the source link, confirm the excerpt and attribution, and remove any item that cannot be verified.	

30-day repair order

The sequence prevents rework: lock facts, repair the enquiry path, align the profile, strengthen service destinations, then validate. Timing is an operating order, not a performance forecast.

WHEN	OWNER	ACTION	DONE WHEN
Days 1-2	Owner + web	Lock one canonical name, address, phone, hours, and emergency statement.	The same fact sheet is approved for site and profile.
Days 3-5	Web	Correct footer/contact facts, mobile call action, form confirmation, and service labels.	Mobile test passes and no conflicting public facts remain.
Days 6-10	Profile	Align primary category, services, hours, description, and service areas with the approved fact sheet.	Profile and site describe the same offer and coverage.
Days 11-18	Web	Separate repair, replacement, and maintenance intent; add Riverton-specific proof where accurate.	Each service has one useful destination and next step.
Days 19-24	Web	Add verified LocalBusiness facts and connect visible review evidence to its source.	Markup matches visible facts and validates without critical errors.
Days 25-30	Owner + web	Re-run the public path on desktop and mobile; document remaining exceptions.	All critical items are closed or assigned with evidence.

Decision rules

DO NOW	Correct contradictions that affect identity, contact, hours, service routing, or form completion.
DO NEXT	Clarify service and location evidence after the canonical facts are locked.
DO NOT ASSUME	Do not infer rankings, customer behavior, conversion impact, or profile ownership from public pages.
ESCALATE	Ask the owner when a claim, warranty, service area, credential, review permission, or response time cannot be verified.

Aligned-state examples

These examples show the specificity expected after repair. They remain fictional and must be replaced with verified business facts in a real audit.

FAULT LINE	BEFORE	ALIGNED STATE
Business facts	Footer: Suite 200 Contact page: no suite	One approved address appears in every public location.
Service route	Button: Learn more	Link: Heat pump repair in Riverton
Mobile action	Button: Contact	Call for HVAC repair - phone number remains visible.
Form result	Thanks. We will contact you.	Request received. Emergency? Call (804) 555-0142. Typical reply: one business hour.
Structured facts	Name only	Visible name, phone, address, hours, URL, and service area match the page.

Method and limits

Method 1.0 uses six weighted categories and 24 fixed public-evidence checks. A real Map & Mention audit reviews website pages, visible Business Profile information, review presentation, structured business facts, and the enquiry path. Private analytics, profile dashboards, call recordings, CRM data, and ranking trackers are excluded unless the customer supplies lawful access under a separate scope.

Findings are evidence-based repairs, not promises. Search systems change, local results vary by relevance, distance, and prominence, and no document can guarantee placement, enquiries, or revenue.

DELIVERABLE	Prioritized findings, evidence, repair instructions, validation checks, and a 30-day order.
PURCHASE	The public audit is sold for one business and one location. The storefront shows the exact current currency and amount before payment.
IMPLEMENTATION	Scoped separately after the audit; third-party costs and profile verification are excluded unless stated.
OPERATOR	Bary at Map & Mention. Legal accounts and funds are human-account-owned.

End of fictional demonstration