

Takeaway pizzeria

Val di Sieve, Florence. family-run, active since 2002, own delivery

PRESENCE & SITE		Standing still for years, price list inside images, updates that may never arrive
REPUTATION		4.5 out of 5 with about 171 Google reviews, almost all arrived on their own
AI VISIBILITY		Present, but told by the aggregators rather than by your site
PROCESSES		Phone and counter saturated on weekends, no tooling, but zero commissions to platforms

OBSERVATIONS
3 July 2026
on public data about the business

CONTACT
Giovanni Caselli
Yaveno

SAMPLE REPORT
Name, contacts and web addresses replaced. Observations and dates are authentic. English rendering of the Italian original.

1

THE VERDICT

Where you stand, honestly

WORTH ACTING ON

Not the restaurant itself: the gap between how good you are and how much of it shows. Your reputation already works on its own; the site and the listings tell the story of a business standing still. The first move costs nothing: one name only and the real opening hours, everywhere.

Your customers promote you: 4.5 out of 5 on about 171 Google reviews, 4.6 on TripAdvisor, almost all left on their own. Your storefront online doesn't look like you: the site has stood still for years, and the price list is an image neither Google nor AI assistants can read.

Ask an AI assistant «the best pizzeria in the area» and the aggregators build the answer, with their data and their mistakes. Meanwhile phone and counter saturate at the weekend and nothing catches the calls after closing, while delivery is your own: every extra order is full margin.

THE THREE THINGS THAT MATTER MOST

1

A readable menu, right away

Menu page with QR, text and allergens, in the languages your guests speak.

2

Listings aligned and tended

One name only, the real hours everywhere, the menu link on the Google listing, two lines of reply to new reviews.

3

Site rebuilt mobile-first, with structured data

So that Google and AI assistants answer with your version of the facts, not the aggregators'.

IF YOU DO NOTHING

No collapse: a slow wearing-down. The aggregators keep writing your answer, the Saturday calls stay lost, the seasonal tourists fend for themselves, and whoever looks you up finds featured reviews from 2018-2022. What is good about you stays invisible to anyone who doesn't already know.

2

THE PLAN, PRICED

What is worth doing, in order

One single plan, in order of value: for each item the work (S hours, M days, L a project), the list price, and how you check that it was really done, by us or by anyone else. This report also works as a statement of work.

THE PLAN, IN ONE TABLE

WHAT	SIZE	COST	DONE WHEN
1. Align name, hours and phone across all the listings: Google, directories, TripAdvisor: one name only, the real hours, both numbers. Correct the directory heading from the owner's personal name to the brand.	S	on your own, or within monthly Care	searching for the business, every listing shows the same name and the same hours as the site.
2. Curated Google listing, menu in text, corrected TripAdvisor link: Recent photos and the right hours on the listing, two lines of reply to the new reviews; menu and prices written, not photographed; and the link that today opens a search points to your profile.	S	on your own	the listing is up to date and replies, menu and prices read as text from a phone, the link opens the profile.
3. Fix the HTML cache: From about 437 days to a few minutes, so that updates actually reach anyone who has already visited the site.	S	on quote	change one line of the site, and a phone that had already visited it sees the new version within a few minutes.
4. Site rebuild: Mobile-first, menu and prices as text, structured data included: the foundation for Google and AI assistants to answer with your version.	L	Yaveno site, from €1290	the site opens quickly from a phone, menu and prices are text, and Google's rich results test finds the structured data.

WHAT	SIZE	COST	DONE WHEN
5. Getting found by AI assistants: Structured data and quotable facts on your own site, so that the generated answers use your version and not only the aggregators'.	M	€390	the structured data validates without errors and the files for AI systems are reachable on your domain.
6. Multilingual menu page with QR: Menu as text with allergens, QR at the counter and on the takeout boxes, link in the automatic WhatsApp reply. English included: the seasonal tourists are there.	M	on quote	the printed QR, scanned with any phone, opens the menu as text with the allergens, in English too.
7. A tidier ordering channel: WhatsApp Business with an automatic reply giving menu and hours; given the repetitive questions, an assistant for the frequently asked ones can be considered.	M	€290 bookings & contacts module • €490 FAQ assistant	whoever writes outside opening hours immediately gets menu and hours, and a test request reaches its destination.
8. Ongoing management: Menu, hours and seasonality updates without depending on anyone, with a monthly check.	—	€69/mo, ongoing Care	every month the report arrives saying what was checked and which update was made.

The items marked «on your own» are things you can do without hiring anyone: they are in the document because the audit is for deciding, not for selling. The steps, one by one, are in the sheet at the end of the report.

Indicative fees. Quote and professional services agreement on request.

WHAT HAPPENS NEXT

1 Debrief call, 45-60 minutes

We go through the report together, answer the questions and agree the priorities, starting from your goal for the next twelve months.

2 If you go ahead with the site

50% of what you paid for the audit is credited against the site, provided the engagement is accepted within 60 days of the delivery of this report.

Once the 60-day term has run out the credit lapses and the audit remains a standalone service, complete and non-refundable. The credit applies only to the site, not to Care and not to the modules, and is neither combinable nor transferable.

REPORT DELIVERY

WHEN WE TALK IT THROUGH

Analysis carried out on public data about the business, using AI tools internally and a quality check from a member of our team. No personal data belonging to third parties; reviews are cited only in aggregate form. The visibility snapshots (search engines, AI assistants) are photographs taken on the dates shown: they describe the state observed, and promise neither rankings nor results.

3

HOW YOU LOOK FROM OUTSIDE

How you look to whoever searches for you

How the pizzeria appears to a customer searching for it, 3 July 2026.

4.5

Google average over ~171 reviews, read on 3/7/2026

Your reputation is your strong point

Google 4.5 out of 5 with about 171 reviews; TripAdvisor 4.6 out of 5 with 43 reviews, claimed listing, among the first five restaurants in town. Facebook 4.9. Customers speak well of you, everywhere.

The official site, though, tells of a business standing still

A single page, Italian only, with featured reviews from 2018-2022 and the price list inside two images that neither Google nor AI assistants can read.

3 names

different spellings of the same business found across site and directories

Depending on where you look, the business has different names and hours

Three spellings of the name across site and directories; on one directory the listing is headed to the owner's personal name instead of the brand, with hours different from the site's. Only the address is consistent everywhere. The table below puts the sources side by side.

THE CONSISTENCY TABLE: THREE NAMES AND TWO DIFFERENT SETS OF HOURS

SOURCE	BUSINESS NAME	STATED HOURS
Official site	spelling 1, all one word	Mon-Fri and Sun 16-22 • Sat 12-22
TripAdvisor (claimed)	spelling 1 in capitals	«open until 22»
National directory	headed to the owner's personal name, not the brand	Mon-Fri 15:45-22 • Sat 11:30-22
Other portals	spelling 2, split	not verified

Observations of 3/7/2026. Only the address is consistent everywhere. Whoever finds 15:45 on a directory and 16:00 on the site doesn't know whom to believe, and Google, seeing conflicting data, trusts the listing less. Aligning everything is hours of work, no new site needed.

SOCIAL MEDIA, FROM OUTSIDE

Looked at from the outside only, without logging into any account: Instagram, Facebook and TikTok don't allow it and their rules forbid it. We look at whether you are there and how, not at what you publish.

WHAT IS VISIBLE FROM THE OUTSIDE

WHAT	OBSERVED OUTCOME
Can the account be found by searching the name?	Facebook and Instagram yes, both among the sources an AI assistant consults. TikTok: no profile.
Date of the last post and link in bio	Not visible from outside: content behind a login. They are questions from the intake questionnaire.
Can you reach the profiles from the site?	Yes, actually it is the other way round: the site is built around Facebook.
Is there content that exists only there?	Yes: the site's price list is two images taken from Facebook.

What is visible from outside is little, and it must be said

The date of the last post is the measure that weighs more than any other: a profile frozen eight months ago says «closed» to whoever opens it. From the outside it cannot be read and we don't invent what we haven't seen: that is why it sits among the intake questionnaire questions. On 14/8, meanwhile, the AI assistant opened precisely the price-list page, two images from Facebook, among its sources, and did not report a single price from it.

And here the circle closes with the section on AI assistants: everything you write on Instagram and Facebook is invisible to Google and to the systems that generate answers. It is not indexed as your content, it is not quotable, it never ends up in a generated answer. A business that has put years of work into the socials is, from an AI assistant's point of view, a business without information.

Your customers promote you, but your digital storefront doesn't represent you, and your basic data is not under your control.

4

YOUR SITE

Your site, with the numbers in hand

All the observations are from 3 July 2026, on public data. It is a reconnaissance, not an in-depth security test.

61.7 KB

weight of the home HTML, measured on
3/7/2026

Site standing still and built around Facebook

The official site is a single page, Italian only: «events» and «reviews» are copies of Facebook posts, and the price-list page holds two images, no text and no prices.

How we know: Home HTML 61.7 KB; navigation of internal links only plus the Facebook link; price-list page 30.6 KB, two images, zero menu text; featured reviews 2018-2022.

What it means: Whoever searches «pizzeria in town menu», or asks an AI assistant, finds no prices and no menu, because they are inside images.

437 days

cache duration declared on the home
HTML, 3/7/2026

Updates that risk never reaching the regular customers

The home is served with a cache instruction of about 437 days on the HTML.

How we know: HTTP headers: Cache-Control max-age=37739520, public, with a declared expiry of 13 months.

What it means: If tomorrow you change the hours or the phone, a regular customer can keep seeing the old version for months.

0

schema.org structured-data blocks found
in the home

Readable by people, invisible to the systems that read data

Title, description and mobile setup are there; the certificate is valid. But structured data (schema.org) is missing altogether: hours, address and menu don't exist in a machine-readable format.

How we know: Inspection of the home HTML: zero occurrences of schema.org, zero hreflang indications.

What it means: Google understands there is a pizzeria in town, but cannot reliably extract hours, menu and prices; the same goes for the AI assistants.

4.9 MB

downloaded weight to open the home
from a phone; in the same measurement,
6.7 s to the largest element (12/8/2026)

Seven seconds and five megabytes to open it from a phone

On a mid-range phone on a 4G network, the home takes 6.7 seconds to show its largest element and downloads 4.9 MB in 63 requests. The text weighs 61.7 KB: everything else is unoptimised images. Whoever searches from outside, standing up, has already closed the page within seven seconds.

How we know: measurement of 12 August 2026 on an emulated phone (412×839, 3× density), 4G network, processor slowed 4 times; bytes actually transferred, compression included.

Google and TripAdvisor: a wealth of reviews, occasional tending

Google 4.5 over about 171 reviews; TripAdvisor claimed, 4.6 over 43, but no visible management response, and the featured reviews on the English version date back to 2018. From the intake questionnaire: tending «every now and then, without a method».

What it means: Your reputation already works for you. Replying to reviews is a zero-cost signal of care that is missing today.

5

HOW AI TELLS YOUR STORY

How the AI assistants talk about you

We asked an AI assistant with live web search the three questions a customer would ask, and looked at where it takes the answer from.

Where this data comes from: the three questions below were asked on 14 August 2026, exactly as written, to an AI assistant that searches the web while answering. It is one assistant, not all of them, and the answers change over time: this is the photograph of that day.

THE QUESTIONS ASKED, AND WHERE THE ANSWER COMES FROM

QUESTION ASKED	DO YOU APPEAR?	WHERE IT TAKES THE ANSWER FROM
«What is the best pizzeria in [town]?»	Yes, in first place	Nine sources out of ten are third-party directories and portals; your site appears once only
«What can you tell me about [name]? Hours, address, how to order»	Yes, with the right facts	Your site twice, the Facebook page and the Instagram profile once; the other six are directories
«Where is it worth ordering a pizza in [town] and why?»	Yes, alongside a competitor	The description and the rating quoted come from a review portal, not from you

Thirty sources in all across the three answers: six are yours, site, Facebook, Instagram, and twenty-four are third parties. For businesses with an international clientele the same questions are asked in English too: here that was not done because the customer base is almost entirely local, and we say so.

3 out of 3

questions in which the business appears in the answer (14/8/2026)

The good news: you appear in all three questions

Even in the discovery one, where nobody is searching for you by name, the assistant names you first. You are not invisible: this is the starting point, and it is better than it looked in June.

24 out of 30

third-party sources over the total of the sources cited in the three answers (14/8/2026)

But it is the others who build the answer

Out of thirty sources consulted in all, twenty-four are directories and review portals. Your site is there, but it is a minority voice in an answer written with someone else's data.

How we know: count of the sources cited by the assistant in the three answers of 14/8/2026.

What it means: When a portal gets an hour wrong or uses a name different from yours, the mistake becomes the answer the customer reads. You cannot correct it: you can only give the assistant a better source to cite, which is your site.

Your name splits, and the numbers quoted are not yours

Across the three answers the business appears with two different spellings, and one directory lists it under the owner's personal name instead of the brand: the assistant cannot be sure it is always talking about you. And to the comparison question it quotes a rating and a review count taken from a third-party portal, not your Google reviews: the best asset you have, told with someone else's bookkeeping.

A comparison worth making: in June the same question, checked by indirect means, gave a worse picture than today's. Your site has not changed, the assistant has. It is exactly for this reason that we speak of a photograph and not of a position: we describe the state observed on a date, we propose actions, and we do not promise results.

6

HOW YOU WORK TODAY

Where time and orders get lost

From what you told us: the 14 intake questions, filled in together, and the chat on the phone.

Phone and counter saturated, and no net outside opening hours

The orders come in by phone and at the counter, and it is the owners who answer while working; on Saturday evenings «quite a few» requests are lost, and «always the same questions», hours, toppings, wait times, arrive precisely at the peaks, because menu and prices cannot be read from a smartphone. Outside opening hours, no tools at all: no WhatsApp Business, no automatic reply. In a takeaway, whoever finds the line busy orders elsewhere: it is the most direct loss in the whole audit.

Reviews: collected but never cultivated

They have never been asked of the customers: the about 171 on Google and the 43 on TripAdvisor are all spontaneous. It is a sign of real quality, and an easy margin, with a card or a link on the takeout box.

Seasonal tourist clientele not intercepted

Tourists who speak English and German, from the villas and the farm-stays of the area, today «fend for themselves»: an English version of the menu is a concrete opportunity.

Strong point: own delivery, zero commissions

No platform in between, no dependency to buy back, but today the site doesn't say it. Every extra direct order is full margin.

What you probably do NOT need, for honesty: a full online shop with payments, an app of your own, paid advertising campaigns. For the small-town takeaway, conversion stays phone plus WhatsApp plus a readable menu plus directions.

7

ON YOUR OWN, FREE

Five things to do on your own, free

This page detaches and it is yours: five things you can do without paying anyone, us included, with the steps written out and the time it really takes. If you stop here, the audit has served you all the same.

1

One name only, everywhere

Decide the official spelling and correct it wherever it differs: national directory (asking for the heading to be corrected to the brand), TripAdvisor, the other portals. And the site's real hours, everywhere.

Time: **one hour, plus waiting for the corrections**

2

The Google listing, curated

Three recent photos taken well with a phone, verified hours, link to the site. Then two lines of reply to the new reviews, every week.

Time: **one afternoon the first time, ten minutes a week**

3

The TripAdvisor link, corrected

Today it opens a search page: it needs replacing with the direct address of the profile, copied from the browser bar while your listing is open.

Time: **ten minutes, for whoever touches the site**

4

Menu and prices in text, right away

Even before the new site: a page, or a pinned post, with the menu WRITTEN, not photographed. It is the information they ask you for most often on the phone.

Time: **one hour**

5

The reviews card

A card or a QR on the takeout box leading to the Google listing, with one kind line. Yours all arrived on their own: asking for them is the easiest margin you have.

Time: **half a day between printing and testing**

8

EVERY NUMBER, RE-CHECKED

Every number in this report can be re-checked

No measurement should be taken on trust: here is how to redo each one yourselves, with free tools. If a number doesn't add up for you, tell us: the measurement gets redone, together.

THE MEASUREMENTS, AND HOW TO REDO THEM

WHAT	TOOL	WHEN	HOW TO CHECK IT YOURSELF
Home weight and wait (4.9 MB • 6.7 s)	emulated phone, 4G network	12/8/2026	Open Google's PageSpeed Insights, paste the home address: weight and times are right there, free, in a minute.
HTML cache (437 days)	HTTP headers of the home	3/7/2026	Ask anyone who touches the site to read you the Cache-Control line of the home: the number of seconds is written there.
Structured data absent (0)	HTML inspection	3/7/2026	Google's Rich Results Test: paste the address and the answer comes straight away.
Three spellings of the name, two sets of hours	search on Google and the directories	3/7/2026	Search the pizzeria's name and compare name and hours across the first five listings that come up: the consistency table is redone like this.
The AI assistants' answers (3 out of 3 • 24 sources out of 30)	AI assistant with live web search	14/8/2026	Ask the three questions written in the dedicated section, identically, to an assistant with search on, and count the sources it cites. The answers change over time: that is normal, and it is written there too.