

DIGITAL PRESENCE & LOCAL SEO AUDIT REPORT

Prepared for

K&K Cafe

Lancaster, Ohio · Family-owned breakfast & lunch diner

Prepared by

Grace K

AI SEO Consultant for Local & Small Business

grace@gracekseo.com

| gracekseo.com

| Portfolio Sample Project

June 2026 | Independent Sample Audit

Table of Contents

1. Executive Summary	3
2. Scope, Methodology & Tools.....	5
3. Business Overview	6
4. Digital Presence Findings	7
5. Local SEO & Listings Findings	8
6. Keyword & Opportunity Analysis	9
7. Competitor Comparison Table.....	10
8. Before & After Website Comparison.....	11
9. Prioritized Action Plan.....	12
Appendix A — Seed Keyword List	13
Appendix B — Notes & Next Steps	14

1. Executive Summary

A quick note before the details: thank you for the chance to review your online presence. What follows is a clear, honest look at where you stand today and exactly where I'd start — written in plain English, no jargon. I'm happy to walk through any of it with you.

K&K Cafe is a family-owned breakfast and lunch diner on the west side of Lancaster, Ohio, with a loyal local following and strong word-of-mouth. This report audits the cafe's digital presence and local search visibility.

The single most important finding: K&K Cafe has no website at all. Its entire online presence is a Facebook page, while its name, hours, and menu are scattered — and often outdated — across third-party sites the owners don't control (Restaurantji, Zmenu, restaurant aggregators). This makes the cafe nearly invisible in Google search and leaves its reputation and information in others' hands.

For a well-loved local diner, this is a large missed opportunity. Customers searching “breakfast in Lancaster OH” or “diner near me” find competitors with real websites first. The good news: because the foundation (great food, loyal customers, good reviews) is already strong, building even a simple owned website plus an optimized Google Business Profile would deliver fast, visible gains.

The four highest-impact findings

1. **No owned website.** There is nothing for Google to rank in organic search and no place the cafe fully controls its menu, hours, and brand.
2. **Total dependence on a third-party platform.** Relying only on a Facebook page means a platform change or lockout could erase the cafe's online presence overnight.
3. **Scattered, inconsistent, outdated information.** Different review counts and old menus across aggregator sites confuse both customers and Google.
4. **No online ordering or menu that Google can read.** High-intent searches and online orders are handed to competitors.

Overall digital health: Poor — but the easiest kind of problem to fix. Unlike a broken website, there is nothing to untangle: a clean, simple website plus listing cleanup would move this cafe from invisible to competitive quickly.

Digital Health Scorecard

Category	Rating	Summary
Owned Website	None	No website exists — only a Facebook page represents the business online.
Search Visibility	Poor	Almost no presence in Google organic search; competitors with sites rank above.
Local SEO / Listings	Needs work	Inconsistent name, hours, and menu across third-party directories.

Category	Rating	Summary
Reviews	Fair	Strong ~4.6 rating, but review counts are scattered across platforms.
Online Ordering / Menu	None	No owned, Google-readable menu and no online ordering on a domain they control.

2. Scope, Methodology & Tools

This is an independent sample audit based on publicly available information about the business as of the report date. Because there is no website to crawl, the audit focuses on overall digital presence, local search visibility, and the opportunity a website would create.

Areas reviewed

- **Owned web presence**, local search visibility, business listings & NAP consistency, reviews, and content/keyword opportunity.

Tools used / recommended (all free tier)

Tool	Purpose
Google Search & Maps	Checking what appears when customers search for the cafe and its category.
Google Business Profile	The free listing that powers the local map pack — the top priority for any restaurant.
Directory review (Yelp, etc.)	Checking name/hours/menu consistency across third-party sites.
Google Autocomplete / Keyword Planner	Free keyword discovery and volume validation.
Custom HTML / WordPress	Free or low-cost ways to launch a simple owned website.

How to read severity

High = fix first. **Medium** = schedule soon. **Low** = polish.

3. Business Overview

Attribute	Detail
Business	K&K Cafe
Industry	Restaurant — family-owned breakfast & lunch diner
Location	554 W 6th Ave, Lancaster, OH 43130
Hours	Tue–Sun mornings/early afternoon (closed Monday)
Known for	Home-style breakfast & lunch — omelets, hash, chipped beef gravy, burgers, big portions
Rating	~4.6 stars (counts vary across platforms)
Current web presence	Facebook page only — no website
Primary goal	Get found by local diners searching online; control its own menu, hours & brand

4. Digital Presence Findings

These findings describe the cafe's current online footprint and why it limits growth.

Issue	Severity	Why it matters	Recommendation
No owned website	High	Without a website there is nothing to rank in Google organic search, and no page the owners fully control for menu, hours, and brand.	Launch a simple, fast, mobile-friendly website (even one page) with menu, hours, location, and a call button.
Total dependence on a third-party platform	High	A Facebook-only presence means a policy change, hack, or lockout could remove the cafe's entire online presence at once.	Own the core presence (a website + Google Business Profile); keep Facebook as a supporting channel.
Scattered & inconsistent information	High	Name, hours, and review counts differ across aggregator sites, confusing customers and weakening Google's trust in the business data.	Establish one accurate source of truth (the website + GBP) and align all major listings to it.
Outdated menus on sites the owner doesn't control	Medium	Third-party sites display old menus with disclaimers that prices may be wrong — a poor customer experience the owner can't fix.	Publish the real, current menu on the owned website so it's accurate and Google-readable.
No Google-readable menu or online ordering	Medium	Menus shown only as third-party text or images miss menu-rich results, and there's no ordering on a domain the cafe controls.	Add a text-based menu (and optional online ordering) on the website with menu structured data.

5. Local SEO & Listings Findings

For a restaurant, local search — especially the Google map pack — is the biggest driver of new customers. This is where K&K Cafe can win quickly.

Issue	Severity	Why it matters	Recommendation
Google Business Profile optimization	High	GBP is the #1 free tool for restaurants and powers the map pack. It must be claimed and fully optimized with photos, menu, and hours.	Claim/verify the profile; complete category, hours, attributes, menu link, and add fresh food photos regularly.
NAP consistency across directories	High	Inconsistent Name-Address-Phone across Yelp, aggregators, and Facebook weakens local ranking and trust.	Standardize NAP everywhere and match it exactly to the website and GBP.
Review strategy	Medium	The cafe has a strong rating but reviews are scattered and modest in number. Volume and recency are key ranking factors.	Encourage happy customers to leave Google reviews (table card / QR code) to build a steady stream.
No local content / keywords	Medium	With no website, the cafe targets none of the searches like “breakfast Lancaster OH” that bring in new diners.	Add keyword-relevant copy on the website (breakfast, brunch, lunch + Lancaster) and key dishes.

6. Keyword & Opportunity Analysis

Customers are actively searching for exactly what K&K Cafe offers — but with no website, the cafe captures almost none of it. Competitors such as Todd's Mountain View and Scramblers have websites and capture these searches today.

Keyword opportunity map

Cluster	Example keywords	Target page	Intent
Core local	breakfast Lancaster OH; breakfast near me; diner Lancaster OH	Homepage	High intent
Brunch / lunch	brunch Lancaster OH; lunch near me Lancaster; cafe Lancaster Ohio	Homepage / menu	High intent
Best-of	best breakfast Lancaster Ohio; best omelet near me	Homepage	Commercial
Signature dishes	corned beef hash Lancaster; chipped beef gravy near me	Menu page	Mid intent
Open now (GAP)	breakfast open now Lancaster; breakfast places open near me	Homepage + GBP	Very high intent
Informational	where to eat breakfast in Lancaster Ohio; family restaurants Lancaster	Homepage / blog	Research

The core opportunity

Every keyword above is a customer ready to eat, searching right now. Because K&K Cafe has no website, those searches go to competitors with one. A simple owned website plus an optimized Google Business Profile would let the cafe start competing for all of them — likely the single highest-return marketing move available to the business.

Priority keywords to validate

Keyword	Monthly searches	Difficulty	Target page
breakfast Lancaster Ohio	590	Low	Homepage
food Lancaster Ohio	5500	Low	Homepage
restaurants in Lancaster Ohio	4400	Low	Homepage
restaurants Lancaster ohio	9900	Low	Homepage / menu
best breakfast Lancaster Ohio	40	Low	Homepage
lunch spots Lancaster	480	Low	Menu
breakfast on Lancaster ave	40	Low	Homepage / GBP

7. Competitor Comparison Table

Business	Owned Website	Key Digital Strengths	Main Weakness / Gap	What This Means for K&K Cafe
K&K Cafe (before)	No	Loyal local following, recognizable local diner identity, existing Facebook presence, visible Google Business Profile	No owned website, scattered menu/info across third-party sites, weak control over brand and customer journey	Biggest opportunity is foundational: launch a simple owned website and make it the main “source of truth”
Todd’s Mountain View Restaurant	Yes	Clear official website, visible phone number, address, hours, menu categories, and online ordering	Website is functional but could still be improved further with stronger localized copy and richer conversion elements	Shows the minimum digital standard K&K needs to match quickly: website + menu + contact + order path
Scramblers – Lancaster	Yes	Strong local landing page, visible address/phone/hours, online ordering, delivery, pickup, waitlist, menu, amenities	More corporate/chain-style experience and less personal/local storytelling	K&K can compete by combining strong local personality with the convenience features customers already expect
Strategic takeaway	—	Competitors already capture high-intent searches with owned web assets and clear customer actions	K&K’s weakest point is not food or brand appeal — it is digital visibility and control	A 1-page mobile-friendly website plus GBP optimization would immediately close the biggest gap

8. Before & After Website Concept

Before:

K&K Cafe relied mainly on Facebook and third-party listings. Customers could not easily find an owned website, a clear menu, or a direct local SEO landing page.

After:

The proposed website gives K&K Cafe an owned, mobile-friendly digital presence with menu highlights, hours, location, call button, Google Maps embed, basic SEO title/meta, Restaurant schema, and local keyword-focused copy.

SEO CASE STUDY

K&K Cafe: from invisible to found online

Audit & website by
Grace K · AI SEO Consultant

BEFORE

K&K Cafe · Facebook Page

No website — only social media

✗ No site appears in Google search

- ✗ No website — nothing ranks on Google
- ✗ Menu scattered & outdated on 3rd-party sites
- ✗ No control over brand, hours & info
- ✗ Loses customers to competitors with sites

AFTER

kkcafelandcaster.com

LANCASTER, OH · FAMILY-OWNED

A warm plate to start your day

Call to Order

Omelets Hash & Eggs Burgers Hours

- ✓ Fast, mobile-friendly website they own
- ✓ Built to rank: SEO title, meta & schema
- ✓ Menu, hours & photos fully in their control
- ✓ One-tap call-to-order on every screen

Independent sample project · Grace K — AI SEO Consultant

SEO AUDIT + WEB REDESIGN

Key improvements:

- Owned website presence
- Clear menu and business hours
- Visible address and phone number
- Call and directions buttons
- Google Maps embed
- SEO title and meta description
- Restaurant schema
- FAQ section
- Mobile-friendly layout

9. Prioritized Action Plan

Recommended order. The first three items create an owned, controllable, findable presence — the foundation everything else builds on.

#	Action	Impact	Effort
1	Launch a simple owned website (menu, hours, location, call button)	High	Medium
2	Claim & fully optimize the Google Business Profile	High	Low
3	Standardize NAP across all major listings	High	Medium
4	Publish the real, current menu on the website	High	Low
5	Add LocalBusiness/Restaurant + menu schema	Medium	Low
6	Set up a Google review-request flow (QR on tables)	Medium	Low
7	Add fresh food photos to GBP & website	Medium	Low
8	Keep Facebook as a supporting channel (not the only one)	Low	Low
9	Optional: add online ordering on the owned domain	Medium	Medium

Do first: #1–#4 give K&K Cafe something to be found by, full control of its information, and a spot in the Google map pack — the foundation of restaurant marketing.

Appendix A — Seed Keyword List

Type each phrase into Google and harvest autocomplete suggestions, “People Also Ask” boxes, and “related searches.” Expand any seed with a modifier: near me, open now, best, cheap, family.

Core local

breakfast Lancaster OH · breakfast near me · diner Lancaster OH · cafe Lancaster Ohio · breakfast restaurant Lancaster

Brunch & lunch

brunch Lancaster OH · lunch near me Lancaster · lunch spots Lancaster Ohio

Best-of

best breakfast Lancaster Ohio · best omelet near me · best diner Lancaster OH

Signature dishes

corned beef hash Lancaster · chipped beef gravy near me · liver and onions Lancaster OH

High intent

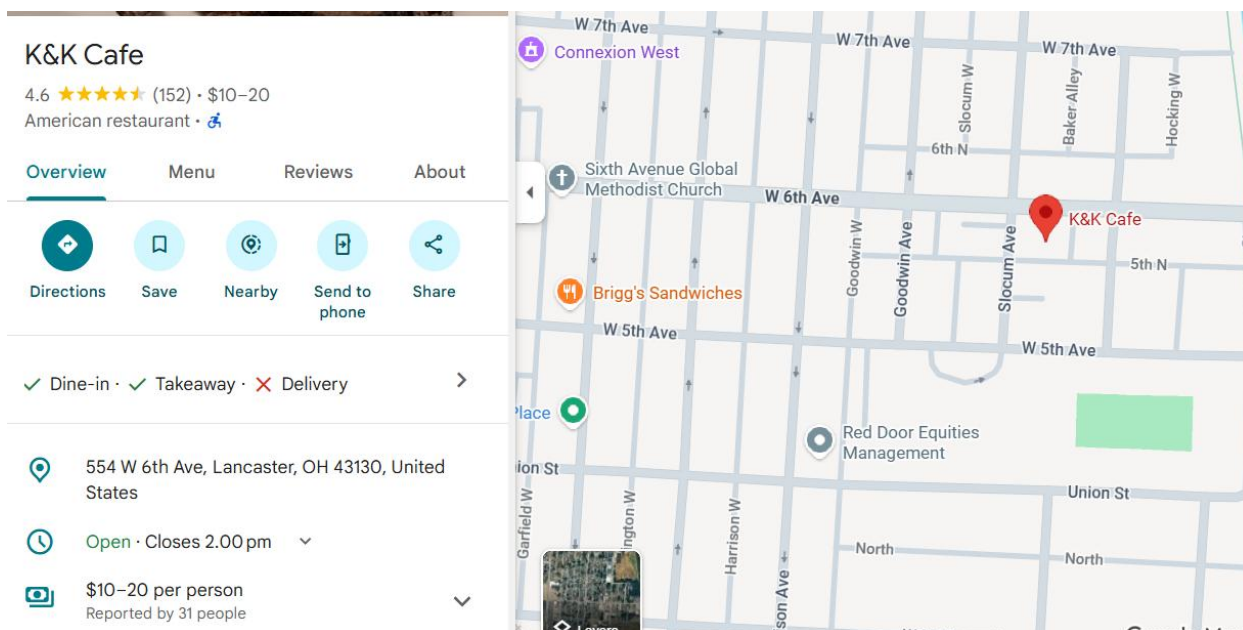
breakfast open now Lancaster · breakfast places open near me · family restaurant Lancaster OH

Informational

where to eat breakfast in Lancaster Ohio · good breakfast spots Lancaster · cheap breakfast Lancaster OH

Appendix B — Notes & Next Steps

1.



2. Google Business Profile Status & Gaps

K&K Cafe already has a visible Google Business Profile with a 4.6-star rating, 152 reviews, business category, address, opening hours, price range, and basic service attributes such as dine-in and takeaway. However, from the available screenshot, the claimed status cannot be fully confirmed because there is no visible “Claim this business” or “Own this business?” label.

The main gaps identified include no visible website link, no visible phone number, no clear online ordering or booking option, no visible business posts/updates, and no visible evidence of owner responses to customer reviews. The profile could be improved by adding a website link, completing contact details, uploading more high-quality photos, adding menu/service details, responding to reviews, and posting regular updates to improve local trust and engagement.

About this report

This is an independent sample audit prepared for portfolio and demonstration purposes, based on publicly available information as of the report date. It is not a paid engagement and is not affiliated with or endorsed by K&K Cafe. Findings reflect SEO best practice at the time of writing; search engine guidelines evolve over time.

Prepared by Grace K — AI SEO Consultant