

Digital Presence Score Audit

The two-score model. Controlled signals we work on directly. Earned signals we honestly measure.

ILLUSTRATIVE SAMPLE — YOUR AUDIT WILL USE YOUR DATA.

PREPARED FOR

Cedarline Heating & Air

HVAC repair + install · 8-employee family shop · Midwestern metro
Owner: Mark Reyes

DATE

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AUDIT ID

audit-sample-dps-01

THE TWO-SCORE MODEL — SIDE BY SIDE, NEVER BLENDED · ILLUSTRATIVE VALUES

Controlled Presence Score

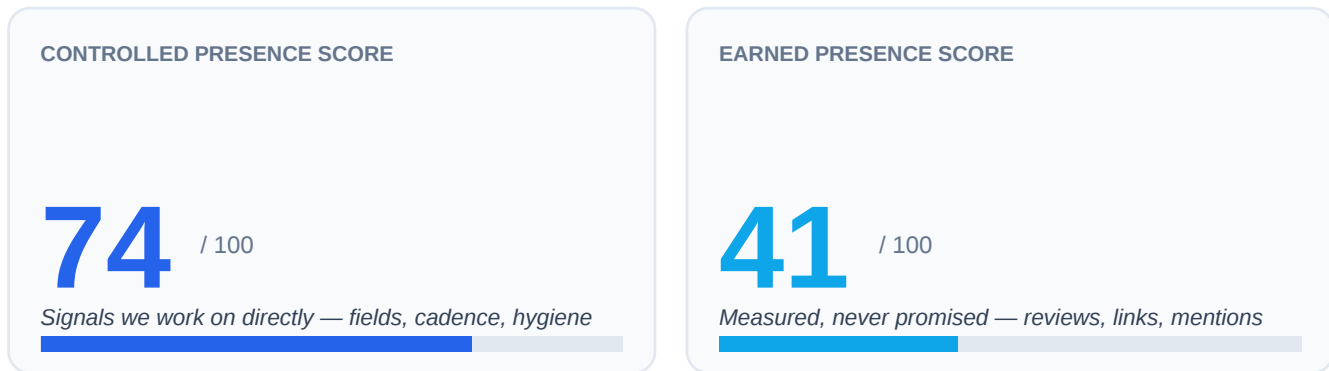
74 / 100 · signals we work on directly

Earned Presence Score

41 / 100 · measured, never promised

Executive summary

Section 1 · one-page snapshot



Illustrative values

The numbers on this page are illustrative — chosen to teach the methodology. Your real audit uses YOUR data, pulled the day your engagement starts.

What this shows. Cedarline's controlled surface is in strong shape — a competent operator with headroom on cadence and directory reconciliation. Earned reflects the real market presence of a small shop: reviews and backlinks accumulate at the pace the market grants. The 3-month engagement is designed to close Controlled toward 85+ and start the Earned trend line, not finish it.

Pete's red line

The two scores are shown **side-by-side, never averaged**. Anyone who quotes a single "DPS 57.5" has misread the product.

What NCL commits to

- **Controlled work delivered** — the audits run, the drafts land, the approved fixes execute, every action lands as a receipt.
- **Outcomes measured, never promised** — traffic, leads, revenue, rankings, review counts, and Earned movement inside 90 days are measured in the portal, not sold as commitments.

The 5-step audit skeleton

Section 2 · at a glance

The same skeleton runs against every subject in every vertical. It is what makes the delta report at day 90 defensible.

Step	What it does
1. Gather	Pull signals from every source NCL touches — site crawl, GBP, directory network, AI-search snapshot, social APIs, review platforms, backlink graph.
2. Verify	Every signal cites its source and its as-of timestamp. No score in this report is unattributed. See §7 — Data provenance.
3. Delta	The same audit ran 30 / 60 / 90 days ago (or will) is compared. The delta is the receipt the buyer takes to their renewal decision.
4. Prioritize	Every finding is scored by (impact ÷ effort), tagged with the axis it moves, and ordered. See §5 — Prioritized fixes.
5. Track	The fix, once approved, is executed by a named agent; the execution and its outcome land as a receipt in the portal.

Why 5 steps

Every axis on the DPS scorecard is produced by this skeleton. If a signal cannot survive Gather → Verify, it does not enter the score. If a finding cannot survive Prioritize, it does not enter the fix queue. If a fix cannot survive Track, the buyer does not pay for it.

Controlled Presence Score — 6 axes

Section 3 · the signals NCL works on directly

Each axis is scored 0–100. The Controlled Presence Score is a weighted composite; weights shown. Signal set version 2.1 (2026-09-25). Values on this page are illustrative.

#	Axis	Score	Weight	One insight
C1	Google Business Profile completeness	82	22%	9 of 11 GBP field groups populated. Missing: services detail on 4 offerings, product catalog empty. Both fixable in Sprint A.
C2	Website on-page presence	78	20%	Homepage title/description on-message; 3 of 24 secondary pages have thin (<50-word) meta descriptions. Schema present on 18/24 pages.
C3	Publishing cadence	61	18%	4 posts in the last 30 days across 2 channels — below the 2–3/week target for a shop with steady dispatch volume.
C4	Directory profile completeness	71	15%	Claimed and hygienic on 9 of 12 tier-1 directories. Yelp NAP mismatch (old phone). BBB unclaimed. Apple Business Connect unclaimed.
C5	Social profile hygiene	79	15%	Bio, link, profile photo, cover image consistent across LinkedIn / Facebook / Instagram. Facebook page has stale hours.
C6	Domain metadata coherence	73	10%	Robots.txt clean. Sitemap present. og: and Twitter card metadata cover most templates; 2 template gaps. hreflang absent (English-only per current scope — no action).

Composite

Controlled Presence Score = 74 / 100 (illustrative). Weighted composite of C1–C6. Every axis carries a named collector and an as-of timestamp — see §7.

Earned Presence Score — 5 axes

Section 4 · what the market grants, measured honestly

Each axis is scored 0–100. Earned signals lag Controlled by 3–6 months in most verticals — this report reads that honestly. Values on this page are illustrative.

#	Axis	Score	Weight	One insight
E1	Review aggregate (all platforms)	34	28%	47 reviews, 4.6 avg star, 3 platforms. Volume is the drag, not sentiment. Normal for a shop this size.
E2	Backlink profile	38	24%	22 referring domains, 1 with DR>50. Local + trade — no signs of purchased links (that's the good news).
E3	Third-party mentions (unlinked)	44	18%	11 unlinked brand mentions in the last 90 days (SMB directories + one local podcast).
E4	Search visibility (branded + non-branded)	51	18%	Branded queries own the SERP. Non-branded ("hvac repair {metro}") — page 1 map pack, page 2 organic.
E5	Social engagement	39	12%	Followers modest, engagement ratio (2.4%) is healthy relative to size — the audience is real, not inflated.

Honest
note

Earned scores this low are normal for a small local shop. The 3-month engagement is designed to *start* the Earned trend, not close the gap. Earned typically follows Controlled by 3–6 months when the machine keeps running.

Prioritized fixes — top 10

Section 5 · impact ÷ effort, ranked

Every fix carries: the axis it moves, an effort tier (**S** = <2 hrs staff, **M** = <1 day, **L** = >1 day), the agent that owns the execution, and the expected point delta on that axis.

#	Fix	Axis	Effort	Owning agent	Δ
1	Claim Apple Business Connect + BBB profiles	C4	S	citation_scanner + hand-task	+6 on C4
2	Populate GBP services detail on 4 offerings	C1	S	fix_executor	+5 on C1
3	Fix Yelp NAP phone mismatch	C4	S	fix_executor	+4 on C4
4	Publish 6 pieces this month via Content Studio	C3	M	content_producer → publisher	+10 on C3
5	Update Facebook business hours	C5	S	fix_executor	+3 on C5
6	Extend GBP product catalog with 5 tiles (top offerings)	C1	M	fix_executor	+4 on C1
7	Add meta descriptions to 3 thin secondary pages	C2	S	fix_executor	+3 on C2
8	Ship 2 missing og: + Twitter card templates	C6	M	fix_executor	+3 on C6
9	Draft + send 4 review-request emails to warm past customers	E1	S	hand-task (Mark sends)	+2 on E1 (slow)
10	"Meet the tech" post featuring a Cedarline crew member	E3 + E5	S	content_producer	+2 on E3, +1 on E5

Sprint A projection

If fixes 1–8 ship in Sprint A: **~+38 raw points across the six Controlled axes** → Controlled composite estimated to move from **74 → 82–84 within 30 days**. Earned deltas are directional; the engagement measures them, does not commit to them.

What NCL does next — 3-month delivery preview

Section 6 · the engagement, week by week

NCL runs your digital presence as a managed service. You watch AI agents draft, publish, and repair your Google Business Profile, social channels, and directory listings on your approval.

Phase	What happens
Kickoff week	60-min kickoff call: portal invite, GBP OAuth grant, content-voice input across 8 questions. Audit-01 dispatches after the call; DPS baseline lands in the portal during kickoff week.
Month 1 (weeks 1–4)	Audit-01 delivered. DPS baseline (two scores, side-by-side) on the portal command center. 4–6 first content pieces produced by the Studio loop and queued for buyer approval in /portal/content. 3–5 safest fixes surfaced in /portal/fixes with diff previews. Directory reconciliation packet delivered.
Month 2 (weeks 5–8)	Cadence hits steady state at 2–3 approved posts per week. DPS Controlled visibly climbs. Review responses appear in /portal/reviews if reviews exist. Second wave of fixes (medium-severity) surfaces. Weekly Friday digest lands as email + portal card.
Month 3 (weeks 9–12)	Audit-02 runs against the same normalized inputs as audit-01. The 90-day delta report ships in week 12 — a portal view <i>and</i> a PDF export. The delta report is the renewal decision, not a sales artifact.
The delta is the receipt	Audit-02 uses the same collectors and normalizers as audit-01. The delta is a receipt, not a pitch. If Controlled didn't move, we didn't do the work. If Controlled moved and Earned didn't, that's the honest 3-month picture — Earned lags.

Data provenance

Section 7 · every score cites its source

Every score in this report is attributable. If a signal isn't listed here, it isn't in the score.

Axis	Collector	Source	As-of	Refresh
C1	gbp_audit_worker	Google Business Profile API (OAuth)	2026-09-25 03:14 UTC	Weekly
C2	seo_audit_worker	Site crawl (24-page sample, first-party)	2026-09-25 04:02 UTC	Monthly
C3	content_cadence_scan	Native platform APIs	2026-09-25 03:20 UTC	Weekly
C4	citation_scanner	12 tier-1 directories, first-party checks	2026-09-25 04:40 UTC	Monthly
C5	social_hygiene_scan	LinkedIn / Facebook / Instagram profile APIs	2026-09-25 04:55 UTC	Monthly
C6	seo_audit_worker	Site crawl (robots, sitemap, og:)	2026-09-25 04:02 UTC	Monthly
E1	reviews_aggregate_scan	GBP + Yelp + Facebook (public read)	2026-09-25 03:30 UTC	Weekly
E2	backlink_scan	Common Crawl + AI-search index	2026-09-25 05:10 UTC	Monthly
E3	mentions_scan	AI-search API + Common Crawl full-text	2026-09-25 05:20 UTC	Monthly
E4	serp_visibility_scan	AI-search + first-party SERP sample	2026-09-25 05:30 UTC	Monthly
E5	social_engagement_scan	Native platform APIs	2026-09-25 04:55 UTC	Weekly

Delta
promise

Signal set version **2.1 (2026-09-25)**. Audit-02 will use the same collectors and normalizers as audit-01. Any collector version change between audits is called out in the delta report.

Anti-gaming note

Section 8 · honest paragraph, one page

DPS is designed to be gameable in ways that also produce real value. Filling your GBP catalog moves C1 and helps a real customer find your services. Reconciling your directory NAP moves C4 and stops leads from bouncing to the wrong number. There is no path to a high Controlled score that does not also make the business better run.

Earned is deliberately slower and harder to fake — reviews and backlinks accumulate in the market at market speed. NCL will never buy links, seed fake reviews, or use any tactic that would look bad in a court filing. The score is not a verdict on the business. It is not a grade. It is a **market-position statement backed by a receipt**.

Never

Purchased links · seeded reviews · scraped review responses · hidden text · doorway pages · prices on GBP that don't match the site · anything that would embarrass the buyer in a court filing or a customer complaint.

Always

Fill real fields · fix real facts · publish real content · claim real profiles · respond to real reviews · reconcile real citations. Every fix is one a competent operator would ship anyway. DPS just orders them.

This is an illustrative sample

Section 9 · what this document is, and how to book a real audit

Cedarline Heating & Air is a fictional composite built to teach the methodology on a page. Every number in this report is illustrative — chosen because it makes the audit readable, not because it was measured on any real business.

Your real audit uses **your** data, pulled the day your engagement starts. The scores you see will look nothing like Cedarline's — the shape and structure of the report will.

Ready to see
your
own two
scores?

Book a 30-minute discovery call: nocodelabs.io/book
Free mini-audit (no card required): nocodelabs.io/audit
Email: info@nocodelabs.io · Phone: **(351) 201-6586**

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