

YOUR ONLINE PRESENCE

# Your Flow Score Report

**79** /100

## Good foundation

Your online presence has a useful base, with clear opportunities to improve visibility, trust and growth.

Website

Business type

Prepared for

Generated

Health, beauty or wellness

05/06/2026

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## Category scores

Visibility

13/20

First Impression

16/20

Customer Journey

18/20

Lead Generation

14/20

Growth Clarity

18/20

## Business context

Main goal	More bookings
Weakest area	Our social media is inconsistent
Contact journey	Very easy
Tracking confidence	Yes, clearly
Discovery channel	Instagram / Facebook

## Verified analytics

Google PageSpeed was not verified. No verified PageSpeed result was available, so this check remained neutral.

No exact Google Business Profile website-domain match was verified. This does not mean no profile exists; the profile data was excluded rather than estimated.

## Priority recommendations

### 1 Strengthen your online visibility

#### Visibility | High priority

Make it easier for customers to find you through clearer website content, local SEO basics and stronger search signals.

**Suggested action: Review page titles, headings, service pages and local keywords.**

### 2 Improve how interest becomes opportunity

#### Lead Generation | High priority

A stronger lead capture path helps turn online attention into enquiries, bookings or calls.

**Suggested action: Review forms, landing pages, offers and calls to action.**

### 3 Clarify your first impression

#### First Impression | Medium priority

Visitors should quickly understand who you help, what you offer and why they should choose you.

**Suggested action: Improve the homepage headline, service explanation and trust signals.**

### 4 Make the next step easier

#### Customer Journey | Medium priority

Customers are more likely to act when the route to contact, book or enquire is simple and visible.

**Suggested action: Add clearer buttons, reduce friction and make contact options easier to find.**

## 5 Track what is working

Growth Clarity | Low priority

Without clear tracking, it is harder to know which channels and actions are creating growth.

**Suggested action: Set up simple enquiry tracking, analytics and source reporting.**

Flow Score is an evidence-based snapshot using public website data, configured Google services and answers supplied by the business. It does not claim access to rankings, traffic, advertising performance or private analytics unless explicitly verified.

## Want help improving your Flow Score?

Book a free review with Barros Flow

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