Northwind Reputation
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PREPARED FOR
Saltquill Bistro (sample)
12 Tideway, Port Ellery (not a real business)
October 5, 2026

Reputation Exposure Audit

Exact rating	Shown on Google	Google reviews	Goal: 4.5★ on Google
4.26★	**4.3★**	**478**	**166**
from the star counts	rounded to one decimal	on the profile	new 5★ reviews (reaches 4.45)

PHASE 1 Negative Exposure & Revenue Leak

Reviews from the last 12 months

Estimated revenue leak
$25,614
≈ 427 potential customers turned away

Views on the most-viewed negative review in the table
2,846
Peak Review mode

Total negative reviews (1–2★) found in timeframe
14 of 55 overall

Formula: 2,846 views on the most-viewed negative review in the table × 15% bounce rate × $60 average customer value = **$25,614**

***IMPORTANT NOTE:** This calculation is a minimum baseline based exclusively on the sampled reviews. The actual total revenue loss is likely higher.

Newest negative review (3 days ago): 74 views so far × 15% bounce rate × $60 average customer value = **$666**, ≈ 11 potential customers turned away.

REVIEWER	POSTED	RATING	VIEWS	REVIEW
Reviewer 1	3 days ago NEWEST	★★☆☆☆	**74**	“Booked for 8:00 and were seated at 8:40. The appetizers were fine, but both entrees arrived lukewarm and nobody checked on us until we asked for the check.”  
Reviewer 2	3 weeks ago	★☆☆☆☆	**2,846**	“Found a hair in my risotto. The waiter took the plate away without a word, and the dish was still on the check. We had to ask twice to have it removed.” 
Reviewer 3	a month ago	★☆☆☆☆	**388**	“Cold fries, a burnt bun, and a twenty-minute wait for the card reader. We will not be back.”
Reviewer 4	2 months ago	★☆☆☆☆	**611**	“Our server forgot half the order and then disappeared. In the end we paid at the bar just to be able to leave.”
Reviewer 5	4 months ago	★☆☆☆☆	**947**	*(Google translation)* “The table was sticky and the glasses were not clean. At these prices I expected much better.”
Reviewer 6	8 months ago	★☆☆☆☆	**205**	“Fifty-five minutes for two pizzas on a half-empty Tuesday. When we asked, we were told the kitchen was “catching up.” No apology, no explanation.”
Reviewer 7	11 months ago	★☆☆☆☆	**1,284**	“We were charged for a bottle of wine we never ordered. The manager argued with us in front of the whole room before he corrected it.”

7 of the 14 negative reviews from the last 12 months are listed.

PHASE 2 Competitive Recovery & Review Gap

RATING	REVIEWS	ONE MORE
5★	302	+0.0015
4★	91	−0.0005
3★	30	−0.0026
2★	17	−0.0047
1★	38	−0.0068

One more 1★ review takes the exact rating from 4.26 to 4.25. Getting back takes **5 new 5★ reviews in a row**.

2 more 1★ reviews and Google shows 4.2★ instead of 4.3★.

Google rounds to one decimal, so 4.5★ shows from an exact 4.45★: **166 new 5★ reviews**, with no new negative ones in between, take Saltquill Bistro (sample) to 4.45★, shown as 4.5★.

PHASE 3 Review Activity & Outlook

Newest review
a day ago
Google's own date label

Reviews in about the last 3 months
46
≈ 15 a month, averaging 4.0★

Negative reviews (1–2★) in the last 12 months
14
each one stays visible to every visitor

Recent Profile Health (Last 50 Reviews)

Unanswered reviews
82% 41 of 50
Suppresses customer engagement

Reviews without text
18% 9 of 50
Missing critical SEO keywords

Reviews with photos
12% 6 of 50
Listings with photos get 42% more direction requests

Profile Content

Photos & videos
642
on the profile (Google's count)

From the owner
38
6% of all photos & videos

Videos
21
by the owner and visitors

360° photos
None
only Google's Street View

Days since the last owner update
47
last update August 19, 2026

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How these figures were produced. The star distribution and the overall number of negative reviews come from the review histogram on Saltquill Bistro (sample)'s Google Business Profile. Negative reviews (1–2★) were collected with Google's "Lowest rating" sort (61 reviews read). The table shows the newest negative review from the last 12 months, then 6 more, chosen 1★ first and reviews with photos first; reviews whose authors keep their profile private were skipped (8 reviewer profiles checked). View counts are Google's public view counters for each review (shown as "views" on the reviewer's profile in Google Maps), captured October 5, 2026. Google rounds ratings to one decimal, half up: every exact rating from 4.45★ to just under 4.55★ appears as 4.5★. Profile health is read from the 50 newest reviews (feed sorted by "Newest"): owner responses, written text and customer photos. The photos and videos the owner posted, the videos, and the 360° photos come from the listing's photo gallery on Google Maps, category by category. The number of photos and videos and the date of the owner's latest update come from Google's listing data. Review activity comes from the feed sorted by "Newest"; review dates are Google's approximate labels. All figures are estimates for planning purposes.