

Dash of Beauty, Cork

Independent Online Presence & AI Search Visibility Audit

BUSINESS AUDITED	dashofbeauty.ie - owner-run beauty salon, 18 Popes Quay, Cork City
AUDIT DATES	2 and 3 September 2026
PREPARED BY	David Pitamic
BASIS	Public information only. The business was not consulted and did not commission or pay for this analysis.

Strong public reputation, a broken booking front door

This audit reviews the public online presence of Dash of Beauty, an owner-run beauty salon at 18 Popes Quay, Cork City: its website, its Google Business Profile, its Instagram and Facebook presence, the review and booking-directory surfaces around it, and how AI answer engines describe it. Everything in this report is public information, observed on 2 and 3 September 2026. The business was not consulted and did not commission or pay for this analysis.

4.9 / 108

Google rating and review count - the salon's strongest public asset (re-checked 3 September 2026)

1 of 2

AI answer engines named the business in the answer to the buyer-style query tested, 3 September 2026

2

Site-wide navigation routes that lead to a broken or placeholder page

FINDING 1

The main booking call-to-action does not work

The site-wide 'Book Appointment' item opens a booking page that showed a plugin error state on 2 September and still rendered no working booking form on 3 September 2026.

FINDING 2

A placeholder London contact block sits on the booking page

Phone 070 9485 7568, email info@beautysalon.com and 85 Royal Mint Street, London - template details for a different salon - were still live on 3 September 2026.

FINDING 3

Two AI engines, same query, same day, gave different answers

DuckDuckGo AI named Dash of Beauty for 'best beauty salon in cork city centre' on 3 September 2026; Grok, same query and day, did not.

- Two different booking destinations sit on the same site: the homepage hero button opens the working Phorest booking flow, while the navigation button opens the broken page - roughly a one-in-two chance of hitting the dead end.
- Spelling errors are visible where customers choose services: 'BODY COUNTURING' on the homepage, 'PollyGel' in the service menu, and 'will be subject to a cancellation fee' on the contact page.

Main opportunities

- Route every booking link to the one working Phorest flow and remove the broken page - the highest-leverage fix in this audit: low effort, and it removes the point where ready-to-book customers are lost.
- Replace the placeholder London block with the salon's real contact details and hours, so the only details a customer can copy are correct ones.
- Strengthen the listing layer (Fresha, Treatwell, Bing Places, Golden Pages) that AI answer engines actually cite.

Six public surfaces, one evidence chain

Website 01

Homepage, booking page, service menu, Our Story page, contact page and the page behind the 'Our Work' navigation item, each read in full.

Google listing 02

Business profile data - rating, review count, phone, address - from Google Places records.

Social profiles 03

The Instagram and Facebook pages, and the review surfaces around the business.

Directories & booking 04

The directory and booking-platform surfaces AI engines cite for Cork beauty queries.

Competitor presence 05

The same public-facing checks applied to three Cork competitors in the same catchment.

AI search visibility 06

Buyer-style queries run on two AI answer engines, recording which businesses and which sources each engine named.

Every finding follows one chain

Observed evidence

The page or platform, what was seen, and the date it was read.

->

Finding

What that means for a customer trying to book, contact or choose.

->

Recommended action

What fixes it, at what effort.

Rules followed throughout: every observation carries its date; screenshots are embedded where they show the evidence better than text; nothing was simulated, inferred or filled in - anything not examined is printed as 'Not checked' or 'Not stated'; and the report is a snapshot of the dates tested, because any page can change afterwards. Where a finding was re-checked on 3 September 2026, the re-check date is stated with it.

The main booking link leads to a page with no working booking form

EVIDENCE

<https://www.dashofbeauty.ie/appointments/> - read 2 September 2026 (full page text and rendered screenshot) and re-checked 3 September 2026 (page text and rendered screenshot). On the audit date the page showed the Amelia booking plugin error state, headed 'Oops', with the message 'It seems like there are no employees or services created, or no employees are assigned to the service, at this moment.' On the 3 September re-check the booking area still rendered no working booking form (Figures 2 and 3).

RECOMMENDED FIX

Repair or retire the Amelia booking page and point every booking link on the site at the working Phorest flow (<https://phorest.com/book/salons/dashofbeauty>). Then test both routes on a phone.

Priority 1 of 6

WHY IT MATTERS TO A CUSTOMER

The 'Book Appointment' item sits in the main navigation of every page. A customer who clicks it cannot book, gets no visible reason to try a second route, and the simplest next step is a competitor whose booking button works.

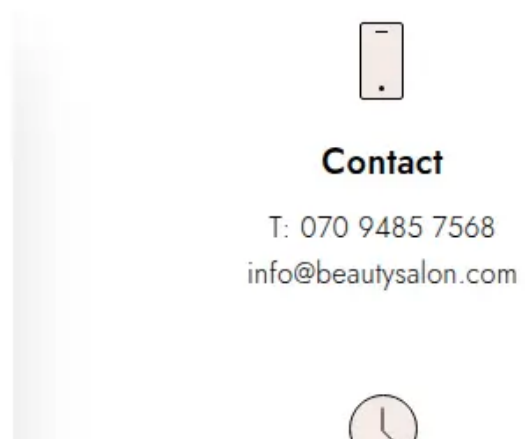


Figure 2 - The page behind the site-wide 'Book Appointment' navigation item, 2 September 2026: the Amelia booking plugin error state ('Oops') and the placeholder Contact block showing the London phone number 070 9485 7568 and info@beautysalon.com. The London address line below them is not visible in this frame; it was confirmed in the page text. <https://www.dashofbeauty.ie/appointments/>

A placeholder contact block - and two routes to the same action

EVIDENCE - FINDING 2

Same page, read 2 September 2026 and re-confirmed 3 September 2026 in the page text and in a fresh screenshot. The block reads 'T: 070 9485 7568', 'info@beautysalon.com' and '85 Royal Mint Street, London, E1 8LG, UK', with hours 'Mon - Fri: 8 am - 8 pm, Sat: 9 am - 6 pm, Sun: 9 am - 4 pm'.

RECOMMENDED FIX - FINDING 2

Delete the template block and repeat the real details from the homepage: 087 036 7888, info@dashofbeauty.ie, 18 Popes Quay, Cork City.

WHY IT MATTERS TO A CUSTOMER

These are leftover template details for a London salon that is not this business. A customer who copies the phone number or email from the booking page cannot reach the salon, and the block's hours contradict the salon's real hours (Monday by appointment only, Sunday closed).

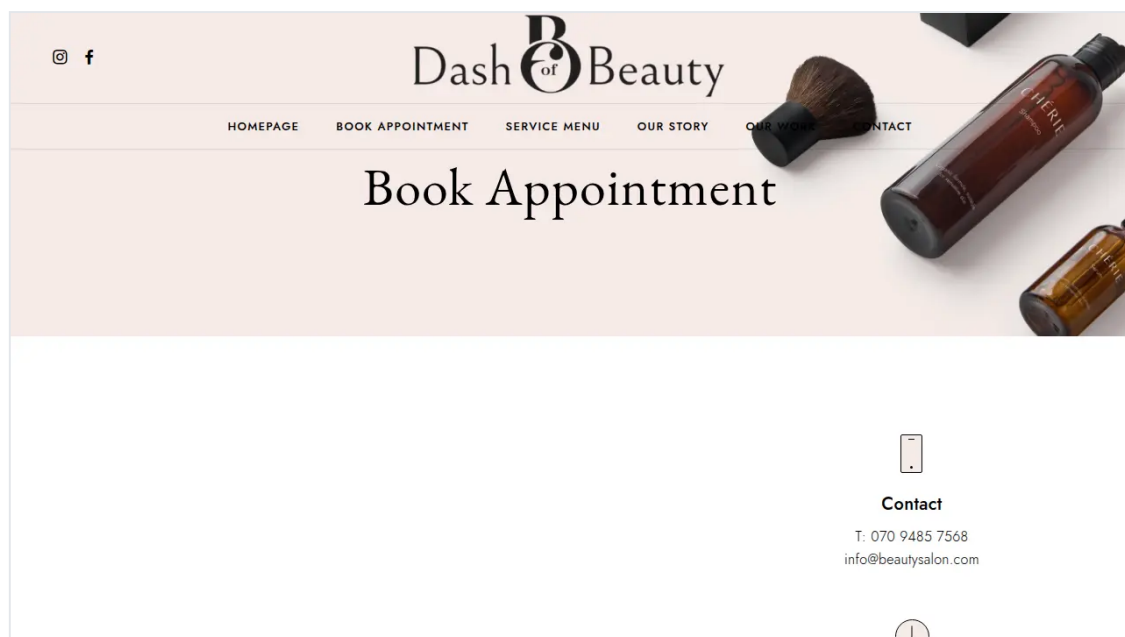


Figure 3 - The same booking page re-checked on 3 September 2026: the booking area still shows no working booking form and the placeholder Contact block (070 9485 7568 / info@beautysalon.com) is still live. <https://www.dashofbeauty.ie/appointments/>

FINDING 3 - TWO DIFFERENT BOOKING DESTINATIONS FROM ONE PAGE

Homepage <https://www.dashofbeauty.ie/> - read 2 September 2026 and re-read 3 September 2026. The hero button 'BOOK APPOINTMENT' links to the working Phorest booking flow; the navigation item 'Book Appointment' links to the broken /appointments/ page. Both destinations were confirmed in the page text on both dates.

Hero button -> working Phorest flow

Nav item -> broken /appointments/ page

Keep one booking destination and link every button and menu item to it.

An unfinished portfolio item - and errors customers can see

FINDING 4 - EVIDENCE

Site-wide navigation, read 2 September 2026 and re-confirmed 3 September 2026: 'Our Work' links to <https://www.dashofbeauty.ie/sample-page/>, the content-management system's default page URL.

WHY IT MATTERS TO A CUSTOMER

A customer clicking a portfolio item in the main menu lands on an unfinished placeholder page - neglect in exactly the place meant to show off the salon's work.

RECOMMENDED FIX

Replace it with a real gallery of the salon's work, or remove the item from the navigation.

Finding 5 - Spelling errors visible to customers

Evidence. Homepage service list: 'BODY COUNTURING' (read 2 September, re-confirmed 3 September 2026). Service menu price list: 'PollyGel' for Polygel (read 3 September 2026) - the same menu spells 'Body Contouring' correctly in its treatment list. Contact page: 'Appointments cancelled with less than 24 hours notice or missed appointments will be subject to a cancellation fee.' (read 3 September 2026).

'BODY COUNTURING'

now reads 'BODY CONTOURING'

Homepage service list - 2 Sep,
re-confirmed 3 Sep

'PollyGel'

now reads 'Polygel'

Service menu price list - 3 Sep;
spelled correctly elsewhere in the
same menu

'will be subject'

now reads 'will be subject'

Contact page cancellation policy - 3
Sep

WHY IT MATTERS TO A CUSTOMER

The salon sells advanced treatments at premium prices; visible errors in service and policy text undercut that positioning at the moment a customer is deciding.

RECOMMENDED FIX

One proofreading pass over all customer-facing text, prioritising the service menu, the booking page and the policy text.

What is working

Confirmed strengths

- A polished, professional website design with active Instagram and Facebook icons (Figure 1).
- Real Cork contact details on the homepage and contact page: 087 036 7888, info@dashofbeauty.ie, 18 Popes Quay, Cork City.
- The hero 'BOOK APPOINTMENT' button opens a working Phorest booking flow.
- A full published price list on the service menu page.
- A strong Google rating: 4.9 stars from 108 reviews.

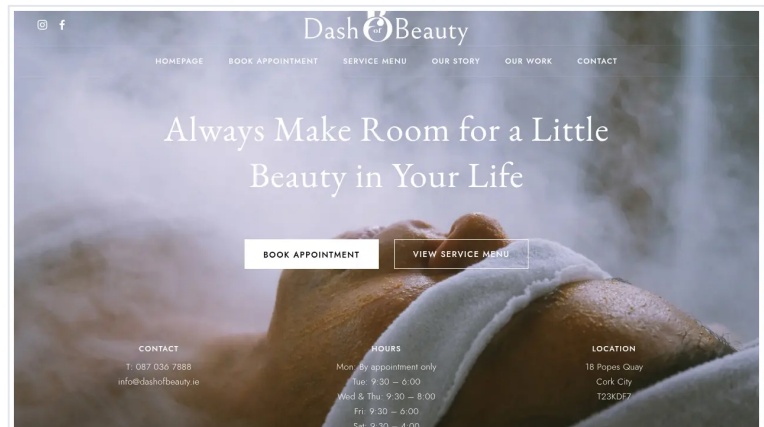


Figure 1 - Homepage, 2 September 2026: polished design, active social icons, and the real Cork contact details and hours in the hero footer. The navigation shows both issues discussed above: the 'Book Appointment' item that leads to the broken page and the 'Our Work' item that leads to the default WordPress page. <https://www.dashofbeauty.ie/>

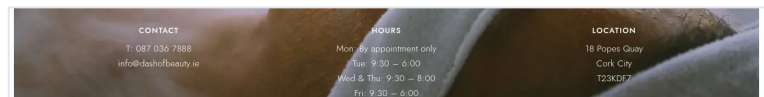


Figure 4 - Homepage footer strip, 2 September 2026: the real contact block - T: 087 036 7888, info@dashofbeauty.ie, 18 Popes Quay - and the salon's real opening hours, the details the booking page should repeat instead of the London placeholder. <https://www.dashofbeauty.ie/>

The contrast with the booking page is the point: the correct details already exist on the same site, one screen away from the wrong ones.

The listing is the strongest asset; the website is where the contradictions sit

GOOGLE RATING

4.9 from 108 reviews.
Verified from Google
Places record data on
2 September 2026;
re-checked against
the live listing on 3
September 2026,
unchanged.

PHONE

+353 87 036 7888 -
matches the number
shown on the
website.

ADDRESS

18 Pope's Quay,
Shandon, Cork, T23
KDF7, Ireland -
matches the website's
18 Popes Quay, Cork
City.

LISTING

google.com/maps/sea
rch/?api=1&query=Da
sh+of+Beauty+Cork

Consistency across surfaces, from the 2 September 2026 reading. The Google listing hours were not re-checked on 3 September 2026; this table rests on the 2 September reading.

Information	Website	Google / listing	Social / other	Status
Name	Dash of Beauty	Dash of Beauty	@dashofbeautycork (Instagram); /dashbeautycork/ (Facebook)	Consistent
Address	18 Popes Quay, Cork City	18 Pope's Quay, Shandon, Cork, T23 KDF7	Not stated	Consistent formatting differs
Phone	087 036 7888	+353 87 036 7888	Not stated	Consistent the booking page's placeholder block shows a different number, 070 9485 7568
Opening hours	Mon: by appointment only; Tue 9:30 - 6:00; Wed & Thu 9:30 - 8:00; Fri 9:30 - 6:00; Sat 9:30 - 4:00; Sun: closed	Not checked this session	Not checked this session	Contradictory inside the website: the booking page's placeholder block states Mon - Fri 8 am - 8 pm, Sat 9 - 6, Sun 9 - 4
Description	Homepage tagline 'Always Make Room for a Little Beauty in Your Life'	Instagram bio 'Advanced Skin - Nails - Beauty'; Google description not checked	-	Consistent in tone service categories not checked this session

The listing itself is the salon's strongest public asset: 4.9 stars across 108 reviews is social proof few Cork competitors can match. The consistency work needed is on the website, not the listing: the booking page is the only page carrying wrong details, and it carries the wrong hours too.

Strong where the salon posts and is rated; weakest in the layer it controls least

INSTAGRAM - @DASHOFBEAUTYCORK

1,445 followers, 567 following, bio 'Advanced Skin - Nails - Beauty', with a link to the Phorest booking flow. Profile read 2 September 2026; the last-post date was not confirmed because the post feed did not load in the audit session.

FACEBOOK - /DASHBEAUTYCORK/

Approximately 1,089 - 1,092 likes, with video posts as recent as 30 June 2026. Seen via Google search results on 2 September 2026 because a direct fetch of the page returned a login wall; the page itself was not opened.

GOOGLE REVIEW SURFACE

4.9 stars from 108 reviews (Google Places record, 2 September 2026; re-checked 3 September). Individual review text was not analysed in this audit.

BOOKING-DIRECTORY LAYER

For the Cork beauty queries tested, the AI engines cited fresha.com and treatwell.ie pages - booking platforms, not salon websites. DuckDuckGo AI also cited dashofbeauty.ie itself for the query tested. Dash of Beauty's own presence on Fresha and Treatwell was not checked; the fix list targets this layer first.

The pattern across surfaces: the salon's reputation is strong where customers rate it (Google) and where it posts (Instagram), while the layer that answers 'where should I book' - directories and booking platforms - is read by AI engines and is the layer the salon controls least directly.

Two engines, one query, one day - two different answers

Query tested: 'best beauty salon in cork city centre'

Put to two AI answer engines on 3 September 2026. Both answers were received and recorded on the day; nothing in this table is simulated.

DuckDuckGo AI (duck.ai)

NAMED - YES

BUSINESS NAMED: YES

Competitors named: Fifth Avenue Cork, The Edge Hair Design & Beauty Rooms, NP Sublime, DS Beauty Aesthetics

Sources cited: fresha.com, dashofbeauty.ie, fifthavenuecork.ie, treatwell.ie, edgehairdesigncork.ie

Grok

NAMED - NO

BUSINESS NAMED: NO

Competitors named: DS Beauty Aesthetics, ROYALASH, KINS, Hair by Okrajek

Sources cited: Per-query list not recorded; across the Cork beauty queries the cited sources were directory and review platforms (fresha.com, Golden Pages, WhatClinic, Wanderlog, Reddit)

Other Grok queries, same engine, same day (3 September 2026)

Query	Outcome	Named
'Dash of Beauty salon Cork reviews' (branded query)	the business was named, with its 4.9 / 5 rating and review detail	Named
'top rated beauty salons near Popes Quay Cork'	the business was named	Named
'best place to get nails done in Cork'	the business was not named	Not named

WHAT THIS MEANS

Two legitimate AI answer engines, asked the identical question on the same day, gave different answers. The only overlap between the two answer sets was one competitor (DS Beauty Aesthetics) and one cited source domain (Fresha); everything else differed. On the date tested, the business was named in the answer to this query on one engine and absent from the other. The sources the engines cite are overwhelmingly directory and booking platforms (Fresha, Treatwell) rather than salon websites - which is exactly why the fix list starts at the listing layer, not the website. This audit reports presence only: it does not claim any ranking position, and no action can guarantee citations, traffic, leads or conversions.

Three Cork competitors, checked on 3 September 2026

Only public-facing factors visible on each competitor's own website were recorded. Cells not examined are printed 'Not checked'.

Competitor	Online booking	Price list published	Opening hours	Reviews shown visible
The Lymph Glow - thelymphglow.ie	Yes - treatment prices from EUR 64 shown on the homepage	Yes - Phorest booking links for both clinics	Not checked	Shown '4.9/5 average Google & Phorest verified' and '100+ five-star reviews' stated on the site
Beauty Time - beautytimecork.ie	Not checked	Not checked	Not checked	Not checked 'BOOK NOW' present; booking destination not verified
Living Beauty Skin & Laser - livingbeautymallow.ie	Not checked - the site returned a 'Maintenance' page (HTTP 503) on 3 September 2026	Not checked	Not checked	Not checked

CONTEXT - EARLIER AUDIT SESSION

In the earlier audit session (2 September 2026, Google Places record data), The Lymph Glow showed 5.0 stars from 223 reviews and Living Beauty 5.0 stars from 259; neither figure was re-checked on 3 September 2026. This snapshot records only what is publicly visible; it does not claim that any competitor is objectively better.

Ordered by leverage: the broken booking route first

The listing and consistency layer comes before website polish. Effort is the salon's own estimate of work required; impact is what a customer stops losing.

No	Recommended fix	Evidence / reason	Effort	Customer-facing impact
1	Point every 'Book Appointment' link at the working Phorest flow and remove or repair the broken /appointments/ page	Booking navigation shows an error state and no working form (2 Sep; re-checked 3 Sep)	Low	Removes the dead end a customer hits when trying to book
2	Replace the placeholder London contact and hours block on the booking page with the real Cork details	070 9485 7568 / info@beautysalon.com / 85 Royal Mint Street, London still live on 3 Sep; block hours contradict the salon's hours	Low	Removes the wrong phone, email and hours a customer can copy
3	Claim and complete the listing-layer profiles the AI engines cite - Fresha, Treatwell, Bing Places, Golden Pages - and keep Google complete	Engines cited fresha.com and treatwell.ie, not salon websites (3 Sep)	Medium	Makes the business findable in the layer AI answers are built from
4	Keep name, address, phone and opening hours identical everywhere; align the booking page with the real hours	Placeholder hours contradict site hours; Google listing hours not re-checked	Low	Removes contradictions a customer or an engine can see
5	Fix the 'Our Work' navigation item: a real gallery or removal	Default WordPress URL in the site-wide navigation (2 Sep; re-checked 3 Sep)	Low	Removes an unfinished-looking click from the main menu
6	Proofread customer-facing text: 'BODY COUNTURING', 'PollyGel', 'wll'	Observed on the homepage, service menu and contact page (2 - 3 Sep)	Low	Removes errors visible in service and policy text

A three-step timeline for the salon's own team

Immediate - this week

- Fix list items 1, 2 and 5: route every booking link to the working Phorest flow, delete the placeholder block, and resolve the 'Our Work' nav item. All are low-effort edits in the site's content-management system.
- Test both booking routes on a phone afterwards, and ask one person outside the business to book as a customer would.

Next 30 days

- Fix list item 3: claim and complete the listing-layer profiles - Fresha, Treatwell, Bing Places, Golden Pages - with the same name, address, phone and hours as Google.
- Fix list item 4: align opening hours everywhere, including the Google listing.
- Fix list item 6: proofread the service menu, booking page and policy text, and keep collecting Google reviews.

Longer term

- Re-run the AI query set monthly on the same engines and record, per query and per date, whether the business was named and which sources were cited. Treat it as a presence tracker, not a ranking tracker.
- Keep the directory layer current whenever services, prices or hours change, so the layer AI engines read from never goes stale.

What this audit does not claim

- Public information only. No access to analytics, Search Console, advertising accounts, booking-system records or any customer data.
- A snapshot of the dates tested, 2 and 3 September 2026. Any page can change after those dates; where a finding was re-checked on 3 September, the re-check date is stated with it.
- AI answers vary by engine, by query wording and by day. The results here are dated observations of the answers received, not a stable ranking.
- No guarantee of rankings, traffic, leads or conversions is made or implied anywhere in this report.
- Competitor cells marked 'Not checked' were not examined on the check date.
- The Facebook page was seen through Google search results, not a direct fetch, because Facebook returned a login wall; the Instagram last-post date was not confirmed.

Every finding in this report is anchored to dated, publicly observable evidence. Where the evidence could not answer a question, the report says 'Not checked' instead of guessing.

DISCLOSURE

Independent, unpaid and uncommissioned portfolio analysis. This case study was created to demonstrate my research and audit methodology and does not represent a client engagement.

Dash of Beauty - Independent Online Presence Audit - audit dates 2 and 3 September 2026