

INDEPENDENT ONLINE PRESENCE & AI SEARCH VISIBILITY AUDIT

Peddlers Cycles, Redcar

A website, listings and AI-visibility audit built as an independent portfolio case study.

AUDIT DATES

2 - 3 September 2026

PREPARED BY

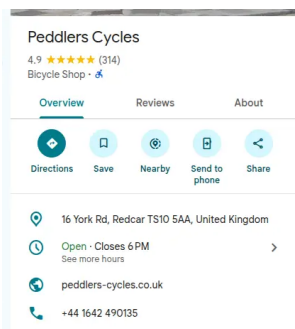
David Pitamic

SCOPE

Website, Google listing, social & review surfaces, 3 competitors, 4 AI queries

STATUS

Independent, unpaid & uncommissioned analysis



Google Business Profile listing, captured 3 September 2026: 4.9 rating from 314 reviews, 16 York Rd, Redcar TS10 5AA, category Bicycle Shop.

Independent, unpaid & uncommissioned analysis

Executive Summary

What was reviewed: the shop's website (home, contact, about and workshop pages), its Google Business Profile listing, its Instagram and Facebook presence, the listen360 review surface it links to, three named local competitors, and four AI search queries run on 3 September 2026. Every finding below carries its source and read date.

4.9

Google rating

314 reviews - Google Places data, read 3 Sep 2026

4 of 4

AI queries naming the shop

Grok, buyer-style queries, 3 Sep 2026

1 hour

Thursday closing-time mismatch

Site: 7:00 PM | Google listing: 6:00 PM, both read 3 Sep 2026

Strong base

- The Google listing shows a 4.9 rating from 314 reviews, the site's own review widget shows 4.8/5, and Instagram (@peddlerscycles, 4.9K+ followers) is active with 2026 posts. Reputation is not the problem.
- The contact page is complete and correct: address, phone and enquiry form, read 3 September 2026.

Where a customer gets stuck

- The website and the Google listing disagree on Thursday closing time - a customer checking one channel gets the wrong hour from the other.
- The Workshop page - the shop's headline service - publishes no prices and no enquiry route; a customer must phone or visit.
- The AI answers cited directory and review platforms (yell.com, locaji.co.uk, yorkshire.com) far more often than the shop's own site.

Main opportunities, highest leverage first

Align opening hours across channels; publish workshop pricing and a service enquiry route; correct the misspelled review link; complete and align the structured listings the AI answers actually cite. Website polish comes last.

Methodology

Every finding in this report follows one chain: observed evidence, then a finding, then a recommended action. The evidence is what was actually seen, with its source URL and the date it was read. The finding states only what that evidence shows for a customer.

OBSERVED EVIDENCE -> FINDING -> RECOMMENDED ACTION

1

Website review - pages opened in a rendered browser and cross-checked in the raw page HTML (2-3 Sep 2026).

2

Google Business Profile - listing data read via the Google Places interface and a live Maps capture (3 Sep 2026).

3

Social profiles & review surfaces - Instagram and the listen360 review page opened directly; Facebook confirmed via a search snippet only, labelled as such.

4

NAP & opening-hours consistency - the same fields compared across website, Google listing and social profiles.

5

Customer-facing information - what a visitor can find, price or request on each page.

6

Competitor presence - three named competitors, each opened directly on 3 Sep 2026; public-facing factors only.

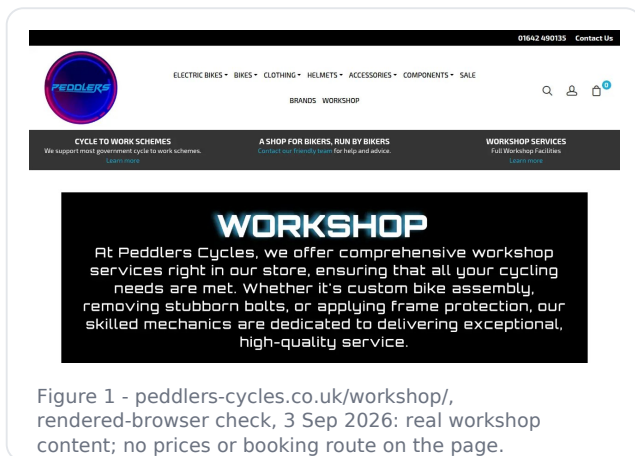
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AI search visibility - four buyer-style queries run on one engine (Grok) on one date (3 Sep 2026), recorded with exact query wording, named businesses and cited sources.

Re-tested and corrected

A text-only extraction of the Workshop page on 2 September 2026 suggested the page had no real content. Opening the page in a rendered browser on 2 and again on 3 September 2026 showed full workshop content. The empty-page finding was dropped and replaced with what the page still does not give a customer: no prices and no booking route.

Finding 1 - No prices, no booking route



FINDING

The Workshop page gives no prices and no way to request a service.

EVIDENCE

peddlers-cycles.co.uk/workshop/ - rendered-browser check, 3 Sep 2026. The page describes comprehensive workshop services: custom bike assembly, removing stubborn bolts, frame protection. It contains no price list and no booking or enquiry route. (An earlier text-only check on 2 Sep 2026 mis-read this page as empty; see Methodology.)

WHY IT MATTERS

Workshop servicing is the shop's headline service and a high-intent search for a bike shop. A customer comparing local shops cannot see what servicing costs or how to request it without phoning - the page sends an interested visitor backwards to a phone call.

RECOMMENDED FIX

Add service prices or honest "from" ranges, and a service enquiry form or booking link, directly on the Workshop page.

ALSO OBSERVED THIS SESSION

- About page (2 Sep 2026): the shop describes itself as "a family run Bike Shop in Redcar, opened in June 2008".
- Homepage: an on-site review widget shows 4.8/5 with dated recent reviews, linked to the listen360 review surface.

Finding 2 - The footer review link is misspelled

EVIDENCE - read 2-3 September 2026

The site footer links to reviews.listen360.com/peddlers-unkown ("unkown"). The link still resolves and shows the correct Peddlers Cycles review page.

reviews.listen360.com/peddlers-unkown

Quoted footer link text, as published - not a screenshot. Read 2-3 September 2026.

Finding: This is the shop's own trust link, and it is visibly misspelled.

A visible typo on the page that collects its own reviews can make a doubting customer question whether the reviews are the shop's own, even though the link resolves correctly.

Recommended fix: correct the slug to the exact URL listen360 provides and re-test the link from the live site.

WHAT THE SITE DOES WELL

- The contact page is complete and correct: 16 York Road, Redcar, North Yorkshire, TS10 5AA; phone 01642 490135; enquiry form (read 3 September 2026).
- The site links to a live, active Instagram account (@peddlerscycles) in its social bar.
- The homepage carries an on-site review widget showing 4.8/5 with dated recent reviews, linked to the listen360 review surface (read 2 September 2026).

Google Listing & Consistency

Verified Google Business Profile facts: "Peddlers Cycles", 16 York Rd, Redcar TS10 5AA, category Bicycle Shop, 4.9 rating from 314 reviews (Google Places data, read 3 Sep 2026; review counts change as new reviews arrive). The listing's hours block showed "Open - Closes 6 PM" on Thursday 3 September 2026, while the site's own contact page publishes Thursday 9:00 AM - 7:00 PM.

QUOTED PAGE TEXT - NOT A SCREENSHOT

www.peddlers-cycles.co.uk/contact-us/, Opening Times block, read 3 September 2026

Monday 9:00 AM-5:30 PM | Tuesday 9:00 AM-5:30 PM | Wednesday Closed | Thursday 9:00 AM-7:00 PM | Friday 9:00 AM-5:30 PM | Saturday 9:00 AM-4:30 PM | Sunday Closed

Google listing, same day: Thursday 9:00 AM - 6:00 PM

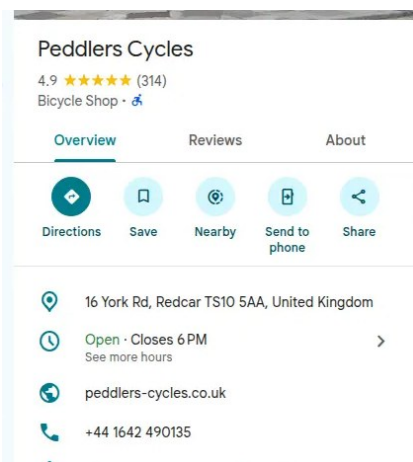


Figure 2 - Google Business Profile listing, captured 3 Sep 2026: 4.9 (314), 16 York Rd, Redcar TS10 5AA, "Open - Closes 6 PM".

Contact Us HOME • CONTACT US

Peddlers Cycles

16 York Road, Redcar, North Yorkshire, TS10 5AA
01642 490 135
info@peddlers-cycles.co.uk

Name*

Figure 3 - Contact page as published, 3 Sep 2026: 16 York Road, Redcar, North Yorkshire, TS10 5AA and 01642 490135.

The phone number 01642 490135 is as published on the site's contact page; Google lists it as +44 1642 490135 - the same number, different formatting.

NAP & Listing Consistency

INFORMATION	WEBSITE	GOOGLE / LISTING	SOCIAL / OTHER	STATUS
Business name	Peddlers Cycles	Peddlers Cycles	Instagram: @peddlerscycles	Consistent
Address	16 York Road, Redcar, North Yorkshire, TS10 5AA	16 York Rd, Redcar TS10 5AA	Not checked	Consistent
Phone	01642 490135	+44 1642 490135	Not checked	Consistent
Opening hours	9:00 AM - 7:00 PM	9:00 AM - 6:00 PM	Not checked	Mismatch
Category / description	"a family run Bike Shop in Redcar, opened in June 2008"	Bicycle Shop	Not checked	Consistent

No value is invented: cells marked "Not checked" were not opened this session. Formatting differs between channels (e.g. address abbreviation, phone prefix) but the underlying facts match.

READING THE MISMATCH

A customer who checks the Google listing on a Thursday evening will be told the shop is closed an hour before the website says it actually closes - or the reverse, depending on which channel they trust. Either way, one of the two published times is wrong.

Social, Reviews & Discovery

Social profiles

- Instagram: @peddlerscycles - live and active, 4.9K+ followers, 1.5K+ posts, recent posts dated 2026 (checked 3 September 2026). The site links to it correctly.
- Facebook: page handle peddlers.cycles, confirmed via a Google search snippet (2 September 2026) only - the page itself was not opened this session.
- X / Twitter: the footer links to twitter.com/peddlers_cycles; the account's activity was not audited (Not checked).

Reviews

- Google listing: 4.9 from 314 reviews (read 3 September 2026).
- On-site review widget: 4.8/5 with dated recent reviews (homepage, 2 September 2026).
- listen360 review surface: reviews.listen360.com/peddlers-unknown is live with reviews dated August-September 2026, including detailed service praise (read 3 September 2026).

Discovery beyond the website

The sources the AI answers cited for this shop (see AI Search Visibility) were directory and review platforms - yell.com, locaji.co.uk, yorkshire.com, trustfeed.com and reviews.listen360.com - plus the shop's own site for branded queries. That is the discovery layer a customer actually passes through before reaching the website.

AI Search Visibility

Four buyer-style queries were run on one answer engine (Grok) on 3 September 2026, with the exact query, engine, date, named businesses and cited sources recorded.

4 of 4

queries named the shop

Grok, 3 Sep 2026

On the date tested, the business was named in the answer to every query below. This is presence on a date - not a ranking, not traffic, not a guarantee.

NAMED	QUERY	COMPETITORS NAMED	SOURCES CITED
Yes	best bike shop in Redcar for repairs and servicing	East Coast Cycles; Route 1 Bike Sales	peddlers-cycles.co.uk; yell.com; locaji.co.uk
Yes	where can I buy a bike in Redcar town centre	Route 1; East Coast Cycles; Sports Direct	yorkshire.com; yell.com; locaji.co.uk
Yes	is Peddlers Cycles Redcar any good	None named (strong positive consensus)	Shop's own site; trustfeed.com; listen360.com
Yes	bike repair near Redcar open Sunday	Three other options named with hours	yell.com; locaji.co.uk; yorkshire.com

HOW TO READ THIS

- AI answers are per-query, per-engine and per-day. The same query can return different businesses and a different order on another engine or another day - observed directly in testing on 3 September 2026.
- This is presence, not a position: no ranking position is claimed, measured or implied, and none should be promised.
- The engines cited directory and review platforms far more often than the business's own website - that is why the fix list starts at the listing layer, not the website.

Competitor Snapshot

Three competitors, each opened directly on 3 September 2026. This snapshot records what is visible to a customer; it does not claim any competitor is objectively better.

COMPETITOR / LOCATION	OPENING HOURS	REPAIR PRICES	ONLINE ORDERING	REVIEWS SHOWN
East Coast Cycles 31 Queen St, Redcar	Not visible on the pages checked	No - estimates given in-store only	Yes - basket and checkout	Not visible
Skinnergate Cycles Stockton-on-Tees	Mon-Sat 9:15-5:15, Sun 10-4 (contact page)	No - free consultation, no prices listed	Yes - separate free shop site	Not checked
The Untypicals Middlesbrough	Not checked	Yes - tiers from GBP45 and GBP75, Book Now	Yes - full online shop, click and collect	Not checked

Cells marked "Not checked" were not opened, or the factor was not visible on the pages checked. Absence of evidence is not proof of absence.

Prioritised Fix List

Ordered by leverage: the listing and consistency layer first, website polish last. Impact is what the fix removes or makes findable for a customer - never a promise of traffic, ranking or revenue.

1

Align Thursday (and all) opening hours between the website and the Google listing.

Effort: Low

Removes the wrong closing time a customer gets from one of the two channels they check.

2

Publish workshop prices (or honest "from" ranges) and a service enquiry / booking route on the Workshop page.

Effort: Medium

Makes the headline service comparable and requestable without a phone call.

3

Correct the misspelled review-link slug in the footer.

Effort: Low

Removes a visible typo from the shop's own trust link.

4

Complete and align the structured listings AI answers cite (Google Business Profile detail, Yell, local directories) with identical name, address, phone and category.

Effort: Low-Med

Makes the structured data AI answers read from correct and complete.

5

Keep reviews flowing on the surfaces the answers quote (Google, listen360).

Effort: Ongoing

Makes the shop's 4.9 / 314-review reputation visible where answers are assembled.

6

Then website polish: expand the Workshop page content and keep footer details consistent with the listing.

Effort: Medium

Makes the deeper service information findable once the listing layer is right.

Action Plan

Immediate

This week

Confirm the correct Thursday closing time with the shop, then update whichever channel is wrong.

Correct the footer review-link slug (a five-minute fix) and re-test the link live.

Add workshop price ranges and a service enquiry route to the Workshop page.

Next 30 days

This month

Run a listing sweep: align name, address, phone and category on the Google Business Profile, Yell and the local directories the AI answers cited.

Start a review routine: respond to reviews on Google and listen360, ask happy service customers to review there.

Re-run the same four AI queries after the listing fixes and compare what is named and cited.

Longer term

This season

Build out the Workshop page: service list, what is included, turnaround, FAQs.

Re-check hours and listing data each season - the mismatch found here is the type that returns after seasonal hour changes.

Limitations

- Public information only: no access to the shop's analytics, Search Console, ads accounts or CRM, and no communication with the business.
- Findings are a snapshot of the dates tested (2-3 September 2026); pages, listings and review counts change and any of them can differ today.
- AI answers vary by engine, query and day; the four queries here were one engine on one date, tested once each.
- No guarantee of rankings, traffic, leads or conversions is made or implied.
- Absence of evidence is not proof of absence: factors marked "Not checked" or "Not visible on the pages checked" were not verified, not confirmed missing.
- One preliminary finding (an empty Workshop page) was re-tested and corrected; the correction is documented in Methodology.

Facebook page content and the X / Twitter account's activity were not verified and are labelled as such wherever they appear.

PORTFOLIO CASE STUDY

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.

Prepared by David Pitamic | Audit dates 2-3 September 2026