



Presence Plus

*Improve the Presence. Strengthen
the Choice.*

SPEC IMPLEMENTATION PROJECT
Northline Fitness Studio | Pune

Reflect Clearly. Measure What Matters.

This independent sample demonstrates how Mirror & Metric would apply the approved Presence Plus methodology to a fictional premium fitness and wellness business. All business facts, findings, implementation actions and evidence records in this sample are fictional and created solely to demonstrate delivery quality and operating discipline.

DOCUMENT	Presence Plus Spec Implementation Project
VERSION	1.0
STATUS	Independent demonstration sample
BUSINESS	Northline Fitness Studio — fictional
SERVICE MODEL	One-time implementation-led digital foundation project
SERVICE PRINCIPLE	Diagnose → Interpret → Prioritise → Implement → Verify → Measure & Report

SPEC / INDEPENDENT SAMPLE

Not commissioned client work

This document does not represent actual client results. It demonstrates process, implementation logic, evidence standards and reporting structure only.

Northline Fitness Studio — project overview

Northline Fitness Studio is a fictional one-location premium fitness and wellness studio in Pune. The scenario assumes an established business with a functioning digital presence, but with identifiable gaps across Google profile completeness, trust signals, service messaging and the enquiry / trial-booking journey.

Engagement	Base Presence Plus — one business / one location
Illustrative delivery window	14 business days
Diagnostic foundation	110 checks across 19 sections
Implementation structure	5 pillars / 48 defined deliverables
Evidence standard	Starting condition → action taken → verification result → supporting evidence

Illustrative starting condition

- Google Business Profile is live and reasonably complete, but service coverage, categories, profile activity and location-specific messaging are inconsistent.
- Reviews are generally positive, but recent owner-response behaviour is inconsistent and review-request activity is ad hoc.
- Website and social profiles describe the studio differently, making the core value proposition and key services harder to understand quickly.
- The main trial-booking path works, but CTA wording, mobile placement and enquiry steps create avoidable friction.
- Measurement is limited; the business can see enquiries but cannot reliably distinguish which touchpoint generated them.

PROJECT OBJECTIVE

Improve the foundation before increasing activity

Make the business easier to find, easier to trust, easier to understand and easier to contact / book — while documenting what changed and what still remains outside Presence Plus scope.

From 110-check diagnosis to implementation priorities

The diagnostic foundation is used to identify material gaps. Presence Plus does not treat every failed check as equally important. Findings are interpreted, prioritised and mapped to the correct implementation pillar before changes are made.

Priority	Illustrative finding
High	GBP category/service gaps; inconsistent business hours; unclear trial-booking CTA; broken secondary booking link
High	Service/value messaging inconsistent across website, GBP and social profile
High	Review-response inconsistency and weak review-request process
Medium	Profile imagery is dated and does not reflect current facilities / coaching environment
Medium	Mobile booking form asks for more information than needed at first contact
Medium	Basic source measurement is missing on key enquiry paths

Scope classification

In scope	GBP fields, categories, services, approved profile copy, social profile basics, CTA copy, no-code link/form adjustments, evidence and verification.
Approval dependent	Public-facing copy changes, review-response wording, offer wording and changes to customer-facing service descriptions.
Platform dependent	Google approval / display timing for selected profile changes.
Out of scope	Custom booking-system rebuild, CRM implementation, complex attribution infrastructure, custom code, paid advertising and ongoing content management.

WORKING LOGIC

Diagnose → Interpret → Prioritise → Implement → Verify

The project only implements safe, approved changes that fit within the five locked Presence Plus pillars.

Improve local discoverability and profile usefulness

The Get Found pillar turns Google Business Profile and local-visibility findings into practical improvements without promising ranking positions.

Area	Before	Presence Plus action
GBP categories	Primary category was too broad and secondary categories did not fully reflect the approved service mix.	Reviewed fit, updated approved categories and recorded verification status.
Services	Several priority services were missing or described inconsistently.	Rebuilt the service list using approved names and concise descriptions.
Business information	One published schedule differed between website and GBP.	Aligned public hours and contact details to the approved source information.
Description	Profile description was generic and did not explain the premium coaching model clearly.	Rewrote the description using approved business facts and natural local relevance.
Media	Recent visual coverage did not represent the current facility and coaching experience.	Created a practical media-refresh brief and organised the recommended image types.
Action links	A secondary action link pointed to an outdated destination.	Corrected the accessible destination and retested the live path.

Verification record — illustrative

Category change	Implemented / verified
Services & description	Implemented / verified
Hours & contact consistency	Implemented / verified
Media refresh	Recommendations delivered; new photography remains customer-dependent
Local visibility	Baseline recorded; no ranking guarantee

PILLAR OUTCOME

Profile is clearer, more complete and easier to act on

The sample demonstrates verifiable profile improvement, not a claim of guaranteed Google ranking improvement.

Strengthen visible credibility signals

Build Trust focuses on reviews, legitimate proof, social profile basics and consistency across important digital touchpoints. It does not fabricate social proof or guarantee review volume.

Area	Before	Presence Plus action
Review responses	Recent reviews had inconsistent owner responses.	Created a response standard and applied approved responses to selected recent reviews.
Review generation	Requests were informal and dependent on individual staff.	Created a consent-aware review-request approach with ready-to-use wording and link/QR guidance.
Trust signals	Trainer credentials and studio standards were difficult to find.	Identified and surfaced approved proof on accessible profile / website touchpoints.
Social profile	Bio, location and booking destination were inconsistent with current business information.	Updated approved profile details and corrected the primary booking link.
Brand consistency	Service names and core description varied across channels.	Aligned the approved service naming and core business description.

Trust safeguards

- No reviews, testimonials or credentials are fabricated.
- No guaranteed rating or review-volume outcome is claimed.
- Public-facing trust information uses only approved business facts.
- Ongoing reputation-management or large-scale customer outreach remains outside this one-time project.

PILLAR OUTCOME

A more consistent and credible decision environment

The customer sees clearer proof and more consistent business information before deciding whether to enquire or book.

Make the offer easier to understand

Communicate Better improves the clarity of the business’s existing messages. It does not become a full brand strategy or complete website rewrite.

Area	Before	Presence Plus action
Core value proposition	Homepage copy described facilities but not the customer value clearly.	Refined a concise approved value proposition focused on structured coaching, accountability and a premium studio experience.
Service descriptions	Personal training, small-group coaching and mobility sessions used inconsistent naming.	Aligned names and improved concise customer-facing descriptions.
Trial offer	Trial-session wording differed between website and social profile.	Standardised eligibility, wording and next action using approved information.
CTA language	“Learn More” appeared where the intended action was trial booking.	Replaced vague CTA wording with clear action language such as “Book a Trial Session”.
Cross-channel consistency	GBP, website and social profile used different service priorities.	Aligned the core message hierarchy across selected touchpoints.

Ready-to-use copy examples — spec

Value proposition	Personal coaching, focused programming and a premium studio environment designed to make consistent training easier to sustain.
Primary CTA	Book a Trial Session
Secondary CTA	View Coaching Options

PILLAR OUTCOME

Clearer value, clearer services, clearer next action

The copy is designed to reduce ambiguity and support decision-making without unsupported superiority or outcome claims.

Reduce avoidable enquiry and booking friction

This pillar focuses on safe, no-code improvements to the existing customer journey. Complex booking-system troubleshooting, CRM setup and custom integrations remain outside scope.

Journey point	Before	Presence Plus action
Homepage CTA	Primary CTA was visually secondary on mobile.	Improved no-code placement and clarified CTA copy.
Booking destinations	One secondary link opened an outdated scheduling page.	Corrected the destination and retested from website and social profile.
Contact details	Phone and WhatsApp routes were not consistently presented.	Aligned accessible contact routes and verified tap / click behaviour.
Enquiry form	The first-contact form requested unnecessary detail before a conversation.	Reduced avoidable fields using existing form controls and kept only essential first-step information.
Mobile journey	The customer had to scroll past multiple content blocks before reaching the primary action.	Adjusted accessible section order / CTA placement within existing no-code controls.

Retest standard

Website CTA	Verified
Booking link	Verified
WhatsApp / phone action	Verified
Enquiry form	Verified
Third-party scheduling behaviour	Customer / platform dependent beyond the tested handoff

PILLAR OUTCOME

Fewer avoidable steps between interest and action

The sample demonstrates journey simplification and link verification; it does not claim more bookings or sales.

Show what changed, what remains and what comes next

Measure the Improvement is the evidence and reporting layer. It compares observable starting conditions with the verified state after implementation. Commercial impact is reported only when reliable data supports it.

Area	Before	After / verified state
GBP services & description	Incomplete / inconsistent	Updated and verified
Published hours	Mismatch across touchpoints	Aligned and verified
Primary booking CTA	Vague / secondary on mobile	Clearer wording and placement verified
Secondary booking link	Outdated destination	Correct destination verified
Social profile booking route	Inconsistent destination	Aligned and verified
Review-response approach	Inconsistent	Response guidance delivered and selected responses improved
Measurement	No reliable source tagging on key enquiry paths	Basic measurement recommendations documented; advanced attribution remains out of scope

Implementation status summary — illustrative

Implemented & verified	Core profile, messaging, contact / booking and trust improvements completed through accessible controls.
Customer dependent	Fresh photography and any new customer-supplied proof require approved source material.
Platform dependent	Some Google display / approval timing remains outside Mirror & Metric control.
Out of scope	CRM implementation, advanced attribution, custom booking redevelopment and ongoing marketing management.

MEASUREMENT RULE

Verified change is evidence; commercial causation is not assumed

This sample reports what was changed and verified. It does not claim that Presence Plus caused a specific increase in leads, bookings, sales or revenue.

Every locked deliverable is addressed or appropriately classified

Presence Plus is complete when agreed in-scope work has been implemented or appropriately classified, material changes have been verified where possible, remaining gaps have been documented, and the final report has been delivered.

Pillar	Deliverables	Spec completion treatment
1. Get Found	10	Completed / verified / recommendations recorded
2. Build Trust	9	Completed / verified / customer-dependent items identified
3. Communicate Better	10	Completed / verified / ready-to-use copy delivered
4. Make Booking Easier	10	Completed / verified / third-party dependencies recorded
5. Measure the Improvement	9	Baseline, changes, verification, remaining gaps and final report completed

Example deliverable traceability

Ref	Deliverable	Status
GF-02	Google Business Profile Optimisation	Implemented / verified
BT-04	Review Generation Approach	Guidance delivered
CB-09	Ready-to-Use / Implemented Copy	Delivered / selected items implemented
MB-08	Minor No-Code Conversion Fixes	Implemented / verified
MI-07	Out-of-Scope Findings Record	Completed

COMPLETION RULE

Handled does not always mean “changed”

A deliverable may be implemented, verified, delivered as guidance, classified as customer / platform dependent, or recorded as out of scope. The project record must make the treatment explicit.

Foundation improved. Remaining work made explicit.

In this fictional scenario, Northline Fitness Studio finishes Presence Plus with a clearer Google profile, stronger trust presentation, more consistent service messaging and a simpler enquiry / trial-booking path. The final record also makes clear which items remain customer-dependent, platform-dependent or outside the one-time service boundary.

Priority next actions

#	Next action	Treatment
1	Provide a fresh, approved image set for profile and website use.	Customer input
2	Maintain the review-request and response approach consistently.	Business process
3	Monitor whether corrected booking paths remain functional.	Ongoing hygiene
4	Implement broader measurement / attribution only if the business later needs deeper source-level reporting.	Separate scope
5	Consider Market Momentum only if ongoing marketing execution is wanted after the foundation is stable.	Optional separate service

Scope boundary reaffirmed

- No paid advertising, custom code, full website redevelopment or unsupported integrations were included.
- No CRM implementation, complex lead routing, nurture system or custom automation was included.
- No specific improvement in rankings, leads, enquiries, bookings, sales or revenue is guaranteed.
- Ongoing content, campaign or marketing management is not part of this one-time Presence Plus project.

SPEC / INDEPENDENT SAMPLE

Created solely to demonstrate Mirror & Metric methodology

Northline Fitness Studio is fictional. All starting conditions, implementation actions, evidence references and project outputs in this sample are illustrative and should not be interpreted as actual client work or measured commercial results.