

Chef Example

chef-example.com · @chefexample · Austin

19

OUT OF 100

WHERE YOU ARE LOSING BOOKINGS

1. Guests who are ready to book have to work out how.
2. People searching for a private chef in your city don't find you.
3. When someone asks ChatGPT for a private chef in your city, you aren't named.

WHAT ONE BOOKING IS WORTH

At about \$600 a booking, one extra booking a month is

\$7,200 a year

An illustration using your own booking value, not a forecast.

Found on Google 2/10



Found by AI assistants 2/10



Your website: do guests trust it? 3/10



Your website: can guests ask for a date? 0/10



Instagram and content 3/10



Inquiries and reviews 2/10



Found on Google

2 / 10

Search: "private chef in Austin"

NO

Not in the first three pages.

WHAT IT COSTS YOU Guests who are ready to hire find other chefs and never see your name.

Page titles name your service and city

NO

The home page title is "Home".

WHAT IT COSTS YOU Google can't tell what you do or where, so it has no reason to show you.

Google Business Profile

PARTLY

Claimed, 12 reviews, no photos added this year.

WHAT IT COSTS YOU Local searches show the map first, and a bare profile gets passed over there.

FIX Name the service and city in every page title, add a page for each service, and fill in the Google profile.

We handle this in: Monthly plan (search work) and the Google Business Profile bonus

Found by AI assistants

2 / 10

Ask ChatGPT: "best private chef in Austin"

NO

Five chefs named. You are not one of them.

WHAT IT COSTS YOU Guests who ask an assistant for a recommendation are handed your competitors.

Same name, city and services everywhere

NO

Instagram says "catering", the site says "private dining", Google has an old phone number.

WHAT IT COSTS YOU Mixed details make search engines and assistants unsure who you are, so they pass over you.

Mentioned outside your own pages

PARTLY

One listing on a booking platform, nothing else.

WHAT IT COSTS YOU With little published about you elsewhere, there is nothing for an assistant to quote.

FIX Make your details identical everywhere, state clearly on the site what you do and where, and get listed in the places local guests look.

We handle this in: Monthly plan

Your website: do guests trust it?

3 / 10

Loads quickly on a phone

NO

7.2 seconds.

WHAT IT COSTS YOU Guests on a phone leave before the page appears.

Menus and starting prices are visible

PARTLY

Two PDF menus, no prices anywhere.

WHAT IT COSTS YOU Guests who can't see a price either assume you're out of reach or message only to ask, and those messages rarely turn into bookings.

Reviews and real photos on the page

PARTLY

Good photos. None of your 12 Google reviews are on the site.

WHAT IT COSTS YOU Your best proof is sitting where most guests won't look.

FIX Shrink the photos, show a starting price per service, and put the menus and reviews on the page itself.

We handle this in: The Booked Direct site

Your website: can guests ask for a date?

0 / 10

An inquiry form that asks date, guests and budget

NO

An email address only.

WHAT IT COSTS YOU You get "how much?" messages you can't quote from, and a long back-and-forth before any booking.

The way to ask is on the first screen

NO

Contact details are at the bottom of the About page.

WHAT IT COSTS YOU The guests most ready to book are the least patient, and they leave.

Instagram bio links straight to booking

NO

A link list with six options. Four taps to reach an email address.

WHAT IT COSTS YOU Your most engaged audience is sent to a menu of links, and most stop there.

FIX One "check a date" form asking date, guests and budget, linked from the top of the site and the Instagram bio.

We handle this in: The Booked Direct site and the Instagram bio link bonus

Instagram and content

3 / 10

Bio says what you do, where, and how to book

NO

"Food is love" and a link. No city, no service.

WHAT IT COSTS YOU A new visitor can't tell in five seconds that you can be hired, or where.

Posted in the last two weeks

YES

Last post 9 days ago, about one a week.

Posts show the service, not only the plate

NO

12 of the last 12 posts are plated dishes with no location.

WHAT IT COSTS YOU Nothing tells a guest in your city that this could be their dinner party.

FIX Rewrite the bio with service, city and booking link, and mix event and table posts with location tags into the food shots.

We handle this in: The Instagram bio link bonus, and the Growth package for ongoing content

Inquiries and reviews

2 / 10

New inquiries get a reply straight away

NO

No automatic reply. You said you answer "that night or next morning".

WHAT IT COSTS YOU A guest who writes at 6pm and hears back at 11pm has often already booked someone else.

Quiet inquiries get a follow-up

NO

No follow-up.

WHAT IT COSTS YOU Interested guests who simply got busy are never asked again.

Clients are asked for a review after each event

PARTLY

12 reviews, the latest is 7 months old.

WHAT IT COSTS YOU Happy clients leave without leaving proof for the next guest.

FIX An instant reply to every inquiry, one follow-up after two days, and a review request after each event.

We handle this in: The Inquiry autopilot add-on and the ready-to-send price replies bonus

DO THIS FIRST

The "check a date" form. It is the quickest fix, and every other change sends people to it.

What you're already doing well: Your food photography is strong, your Google profile is claimed with 12 reviews, and you post regularly.

Want these fixed for you?

17 of the 18 checks need work. Booked Direct is your own booking site, built in 10 days from your Instagram and menus. \$100 to start, and the other \$700 only when you approve the site. Reply to this email and Harvey will set up a short call.

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