

OO Tea House (example)

• Online visibility report

Café, Sheung Wan, Hong Kong / Checked 15 Oct 2026 / By Euihyeon Moon / Mobile, Hong Kong, logged out



HB Crossborder
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At a glance

Speed and website Urgent	Google Business Profile Needs work	AI answers Urgent	Reviews Good
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Verdicts: Good (keep it up) / Needs work (there, but thin) / Urgent (missing or misleading)

Your site takes about 9 seconds to load on a phone, your Google profile still shows last year’s holiday hours, and AI answers about cafés in Sheung Wan name three competitors but not you. Speed and hours come first; neither costs much.

Your 3 priorities

- 1. Make the home page load in under 3 seconds.** Mobile PageSpeed is 31; the main photo alone is 4.2 MB.
 - 2. Correct your hours on Google.** The profile still shows 2025 holiday hours, and one review mentions a closed door.
 - 3. Add a menu page with HK\$ prices.** AI answers quote competitors’ menus because yours is only in an Instagram image.

1. Website basics

Item	Current state	Verdict	Suggested fix
Pages in the local language	English only, no Chinese page	Needs work	Add a Traditional Chinese page
Mobile speed (PageSpeed score)	PageSpeed 31 (mobile)	Urgent	Compress images, remove unused scripts
Title and description tags	Same title on every page	Needs work	One title per page with area and dish
Structured data (LocalBusiness etc.)	None	Needs work	LocalBusiness and menu structured data
Path to enquiry or booking	Instagram DM only	Needs work	WhatsApp button and booking link

2. Google Business Profile

Item	Current state	Verdict	Suggested fix
Business name and category	OO Tea House, café	Good	Keep
Opening hours and holidays	2025 holiday hours still shown	Urgent	Update hours and holidays
Phone, website and booking links	Website link goes to Instagram	Needs work	Link to your own site
Photos (number, how recent)	31 photos, latest from 2024	Needs work	Add 10 current photos
Description (local language, key terms)	English only	Needs work	Add a Chinese description
Menu, services and prices	No menu	Urgent	Add menu and HK\$ prices
Recent posts and updates	No posts in 5 months	Needs work	Post twice a month

3. AI search visibility (5 questions)

Customer question	ChatGPT	Perplexity	Google AI Overviews	Notes
best café sheung wan	Competitor only	Not mentioned	Competitor only	Three competitors named
quiet café to work hong kong island	Not mentioned	Not mentioned	Not mentioned	
上環 cafe 推介	Competitor only	Competitor only	Not mentioned	Chinese questions matter
brunch near Sheung Wan MTR	Not mentioned	Not mentioned	Competitor only	
OO Tea House menu	Mentioned	Mentioned	Not mentioned	Menu read from old posts

Key: mentioned / not mentioned / competitor only. Checked on 2026-10-15.

4. Reviews and reputation (compared with nearby competitors)

	You	Competitor A	Competitor B	Competitor C
Rating	4.5	4.4	4.6	4.3
Number of reviews	212	640	389	155
New reviews, last 30 days	6	14	9	3
Owner replies (of last 10)	4	8	2	0
Number of photos	31	220	146	58

How to use this report

You can do the 3 priorities yourself. If you get stuck, ask us at honeybadger@hbcrossborder.com. It's fine to keep the report and stop here.

guarantee any ranking or result.

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