BUSINESS GROWTH REPORT

Northwind Outfitters

A busy summer weekend with a full phone queue is the moment this problem costs the most.

Prepared for Northwind Outfitters by Stephens Quantum



AT A GLANCE

Agree on a short follow-up with the store manager to walk through the rental process.

- Digital presence scorecard
- Website speed and Core Web Vitals
- Search visibility
- Technology and tracking
- Google listings
- Reputation
- Competitive landscape
- Growth opportunities and roadmap
- Next steps

95
CITED FACTS

57
PUBLIC SOURCES

October 15, 2026
PREPARED

1 Executive summary

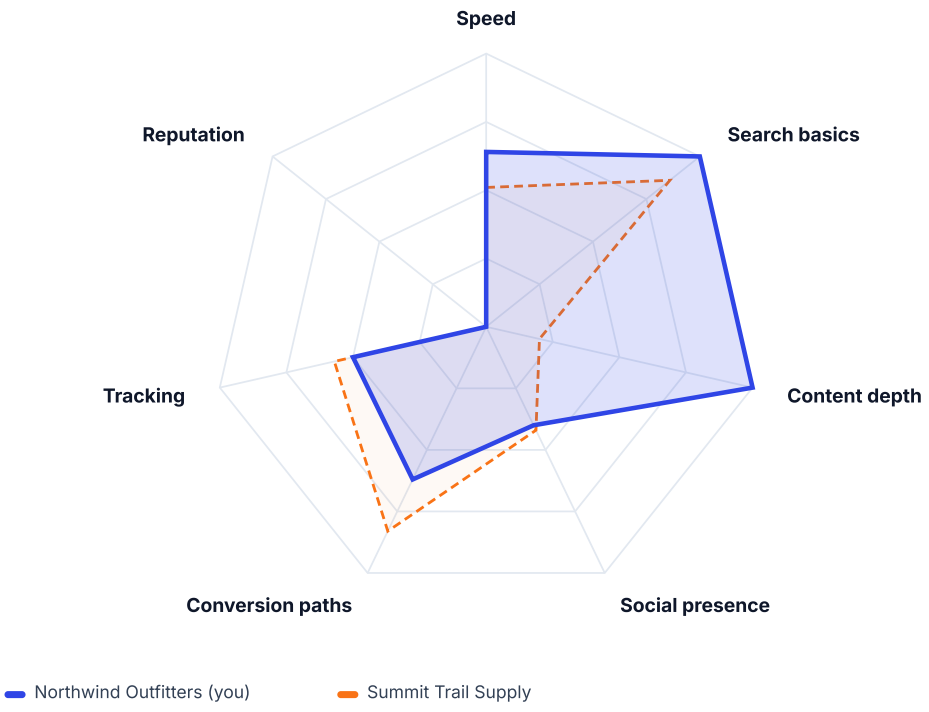
Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.

Key findings

- Recent public reviews mention friendly staff and long checkout lines on weekends.
- The site has no case studies, financing page or published return policy page.
- Northwind Outfitters sells camping, paddling and trail gear from one retail store and an online shop.
- The homepage lists a phone number and a contact form but no online booking for its rental program.
- The site runs on WordPress with Google Tag Manager and an email newsletter signup.
- A careers page lists two open roles: a seasonal sales associate and an e-commerce coordinator.
- The about page says the business has been family owned for over 20 years.

2 Digital presence scorecard

Your scores against every competitor measured in this report.



AREA	YOU	SUMMIT TRAIL SUPPLY	GROUP AVERAGE
Speed[49]	64	51	51
Search basics[49]	100	86	86
Content depth[48]	100	20	20
Social presence[47]	40	42	42
Conversion paths[47]	62	83	83
Tracking[47]	50	57	57
Reputation	*Unknown*	*Unknown*	*Unknown*

AREA	HOW IT IS SCORED (SAME RULES FOR EVERY BUSINESS)
Speed	Google PageSpeed mobile performance score
Search basics	Google PageSpeed mobile SEO score
Content depth	313 pages in the XML sitemap (100+ pages = full marks)
Social presence	2 social profiles linked from the homepage (5+ = full marks)
Conversion paths	Click-to-call, form, 2+ calls to action, online booking or chat: 25 points each
Tracking	Analytics (GA4 or Tag Manager) 50 points, ad or retargeting pixel 50 points
Reputation	No review rating found on the public pages checked

Each area is scored 0 to 100 from measured public data, using the same rules for you and each competitor. Unknown means it could not be measured, not that it is zero.

What the scores show

Speed: The site has no case studies, financing page or published return policy page.

Search: Northwind Outfitters sells camping, paddling and trail gear from one retail store and an online shop.

Content: The site runs on WordPress with Google Tag Manager and an email newsletter signup.

Social: The homepage lists a phone number and a contact form but no online booking for its rental program.

Conversion: The about page says the business has been family owned for over 20 years.

Tracking: A careers page lists two open roles: a seasonal sales associate and an e-commerce coordinator.

3 Website speed: full Google PageSpeed breakdown

Measured with Google PageSpeed Insights (Lighthouse). 90+ is good, 50 to 89 needs work, under 50 is poor.



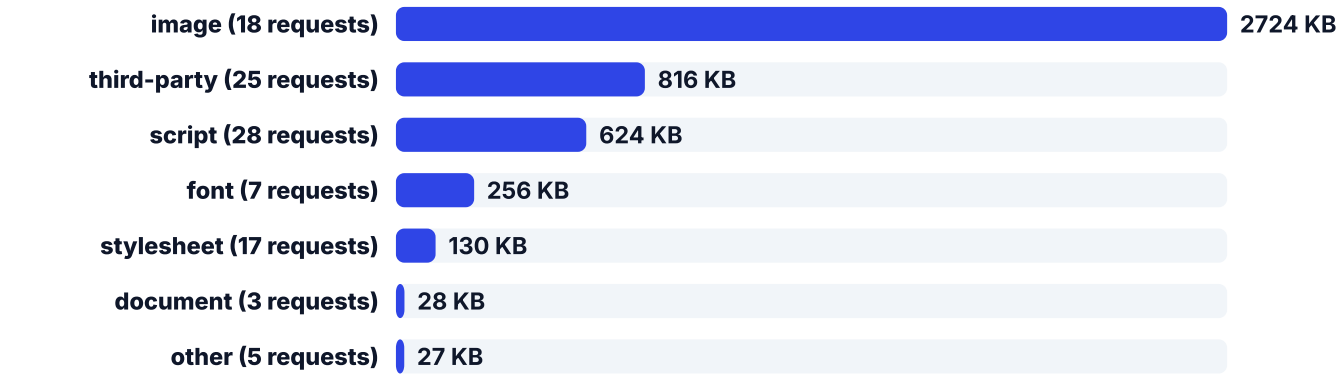
MEASUREMENT (LAB TEST)	MOBILE	DESKTOP
Performance score	64/100	70/100
SEO score	100/100	100/100
Accessibility score	100/100	96/100
Best practices score	96/100	100/100
First Contentful Paint	3.5 s	0.8 s
Largest Contentful Paint	5.5 s	5 s
Speed Index	5.2 s	2 s
Time to Interactive	13.9 s	4.3 s
Total Blocking Time	162 ms	117 ms
Cumulative Layout Shift	0	0.1
Server response time	5 ms	2 ms
Total page weight	3,496 KB	4,726 KB
Network requests	88	82

Core Web Vitals rating (mobile)

METRIC	RESULT	GOOGLE RATING	WHAT IT MEANS
Largest Contentful Paint	5.5 s	**Poor**	How long until the main content shows
First Contentful Paint	3.5 s	**Poor**	How long until anything shows
Total Blocking Time	162 ms	**Good**	How long the page is frozen while loading
Cumulative Layout Shift	0	**Good**	How much the layout jumps around

Real visitors on phones (Chrome UX Report, 75th percentile): LCP 2229 ms, INP 74 ms, CLS 0, overall AVERAGE.[49]

What the mobile homepage downloads



Top fixes Google identified, with estimated savings

#	FIX (FROM LIGHTHOUSE)	TIME SAVED (MOBILE)	DATA SAVED
1	**Northwind Outfitters | Camping, Paddling and Trail Gear**[49]	0.5 s	80 KB



Savings are Google's own estimates for each fix on its own. They overlap, so they do not add up.

Accessibility and best-practice checks that failed

CHECK	AREA
A busy summer weekend with a full phone queue is the moment this problem costs the most.	Accessibility
Agree on a short follow-up with the store manager to walk through the rental process.	Best practices

4 Speed compared with competitors

Every business tested with Google PageSpeed Insights on the same day.

Performance score, mobile and desktop



Largest Contentful Paint (mobile)



Lower is better. Google's target is 2.5 s or less.

Page weight (mobile)



Lower is better.

BUSINESS	MOBILE	DESKTOP	LCP	BLOCKING TIME	LAYOUT SHIFT	WEIGHT
Northwind Outfitters (you)	64	70	5.5 s	162 ms	0	3,496 KB
Summit Trail Supply[55]	57	76	11.3 s[55]	13 ms	0	4,939 KB

5 On-page SEO audit

Checked directly from the homepage code and Google Lighthouse.

282
PAGES IN SITEMAP[48]

428
WORDS ON HOMEPAGE[47]

61
INTERNAL LINKS ON HOMEPAGE

100
GOOGLE SEO SCORE

CHECK	FOUND ON THE HOMEPAGE	RATING	WHY IT MATTERS
Page title	"Northwind Outfitters | Camping, Paddling and Trail Gear" (47 characters)[47]	**Good**	The blue link in Google results. 30 to 65 characters shows in full.
Meta description	"Agree on a short follow-up with the store manager to walk through the rental process." (177 characters)	**Needs work**	The summary under the link. 70 to 160 characters.
H1 heading	1: "Shop | Northwind Outfitters"	**Good**	One clear main heading tells Google what the page is about.
H2 subheadings	7	**Good**	Subheadings structure the page for readers and search.
Structured data	WebSite, SearchAction, EntryPoint, WebPage, BreadcrumbList, ListItem, ReadAction, Organization	**Good**	Business details Google can read directly (hours, address, ratings).
Canonical tag	https://northwind-outfitters.example/	**Good**	Prevents duplicate versions of the page competing.
Language tag	en-US	**Good**	Tells search engines and screen readers the language.
Mobile viewport	**Yes**	**Good**	Required for the page to fit phones.
Social sharing image	**Yes**	**Good**	Controls the preview when the link is shared.
Indexing allowed	Yes	**Good**	A noindex tag hides the page from Google.
robots.txt	Found	**Good**	Guides search engine crawlers.
XML sitemap	282 pages listed[48]	**Good**	Helps Google find every page.
Image alt text	0 of 12 images missing	**Good**	Describes images to Google and screen readers.

SEO basics compared with competitors

BUSINESS	SEO SCORE	TITLE LENGTH	META DESCRIPTION	H1S	SCHEMA TYPES	SITEMAP PAGES	MISSING ALT
Northwind Outfitters (you)	100	47	177 chars	1	8	282	0
Summit Trail Supply[55]	91	71	155 chars	0	0	9	6

6 Content and keyword gaps

Measured from the visible text of each homepage. No keyword volumes are estimated.

Homepage words compared



Pages in XML sitemap



Your most-used homepage terms

boots 13 · hiking 7 · kayak 7 · trail 6 · paddle 6 · boots 5 · hiking 4 · kayak 4 · trail 3 · paddle 4 · boots 4 · hiking 5 · kayak 4 · trail 4 · paddle 4 · boots 3 · hiking 3 · kayak 3 · trail 3 · paddle 3 · boots 3 · hiking 3 · kayak 3 · trail 3 · paddle 2

No frequent competitor term was missing from your homepage text.

7 Technology and tracking compared

Read from each public homepage on the same day.

Technology	Northwind Outfitters (you)	Summit Trail Supply
Google Analytics 4	●	·
Google Tag Manager	●	●
Meta Pixel	·	·
Google Ads tag	·	·
LinkedIn Insight Tag	·	·
WordPress	●	·
jQuery	●	●
Mailchimp	●	·
Cloudflare	·	●

● detected in the homepage code. · not detected. ? homepage could not be read. Tags loaded only after cookie consent or only on other pages will not show.[47]

8 Social presence compared

Which networks each business links from its homepage.



Network	Northwind Outfitters (you)	Summit Trail Supply
Facebook	●	●
Instagram	●	●
LinkedIn	·	·
YouTube	·	·
X (Twitter)	·	·
TikTok	·	·
Pinterest	·	·
Yelp	·	·
Nextdoor	·	·
Houzz	·	·

Profiles linked from each homepage. A profile can exist without being linked.[47]

9 Google listings

Ratings and reviews shown live from Google Maps.

Google rating: Unknown. No Google Maps listing could be matched with confidence (no Places key configured). We only use a listing whose website matches this business or whose name matches exactly.

Powered by Google. Ratings and reviews are shown live on Google Maps.

10 Local visibility

Signals that help a business appear in local and map searches.

SIGNAL	WHAT WE FOUND	RATING
Google Maps listing	No confident match	Unknown
Google rating	*Unknown*	Unknown
Local business structured data	None found	**Needs work**
Click-to-call links on homepage	2	**Good**
Contact page linked	Yes	**Good**
Reviews or testimonials page linked	Not found	**Needs work**
Market searched	outdoor gear and rentals in Lakeview, FL (4 searches, 9 results reviewed)	

11 Competitor profiles

Each competitor measured the same way, on the same day.

Summit Trail Supply summit-trail.example[55]

MOBILE / DESKTOP SPEED	57 / 76	LARGEST CONTENTFUL PAINT	11.3 s
SEO / ACCESSIBILITY	91 / 75	PAGE WEIGHT	4,939 KB
GOOGLE RATING	See live listing	SITEMAP PAGES	9
HOMEPAGE WORDS	1,500	CLICK-TO-CALL / FORMS	10 / 4
TECHNOLOGY	Google Tag Manager, Cloudflare, jQuery		
SOCIAL PROFILES	Facebook, Instagram		
PAGE TITLE	"Northwind Outfitters | Camping, Paddling and Trail Gear"		
SEO CHECKS FAILED	Customers like the staff and selection; the friction shows up at checkout and booking.		

12 What the comparison means

Competitive takeaways

- Mobile page speed tested slower than two of three nearby competitors.
- The rental page has no prices and asks visitors to call for availability.
- Recent public reviews mention friendly staff and long checkout lines on weekends.

Market context

- ASSESSMENT The business likely relies on phone calls for rentals, which caps volume during peak season.

Reputation themes

Long weekend checkout lines

The rental page has no prices and asks visitors to call for availability.

13 Prioritized recommendations

Ranked by impact. Each one rests on a measurement in this report.

Medium

#1

Tighten mobile speed

EVIDENCE Mobile performance score 64/100.[49]

ACTION Apply "Northwind Outfitters | Camping, Paddling and Trail Gear" first.

Low

#2

Adjust the meta description length

EVIDENCE The meta description is 177 characters (70 to 160 shows best).[47]

ACTION Rewrite it to fit the range.

Low

#3

Add a retargeting pixel

EVIDENCE No advertising or retargeting tag was detected on the homepage.[47]

ACTION Add the Meta Pixel and Google Ads tag before running paid campaigns.

Low

#4

Fix accessibility issues

EVIDENCE 1 accessibility checks failed, for example "A busy summer weekend with a full phone queue is the moment this problem costs the most.".[49]

ACTION Fix the listed checks; they also help usability.

14 What is working

- The rental page has no prices and asks visitors to call for availability.
- Recent public reviews mention friendly staff and long checkout lines on weekends.
- The site has no case studies, financing page or published return policy page.
- Northwind Outfitters sells camping, paddling and trail gear from one retail store and an online shop.

Public footprint

- The online shop shows about 300 product pages in its sitemap.
- Mobile page speed tested slower than two of three nearby competitors.
- The rental page has no prices and asks visitors to call for availability.
- Recent public reviews mention friendly staff and long checkout lines on weekends.

Team and hiring signals

- Northwind Outfitters sells camping, paddling and trail gear from one retail store and an online shop.

15 Growth opportunities

Impact and effort are qualitative judgments based on the evidence, not forecasts.



1 Shop | Northwind Outfitters High Medium effort

Mobile page speed tested slower than two of three nearby competitors.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Customers like the staff and selection; the friction shows up at checkout and booking.

2 **Northwind Outfitters | Camping, Paddling and Trail Gear** High Low effort

Northwind Outfitters sells camping, paddling and trail gear from one retail store and an online shop.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.

3 **Rentals | Northwind Outfitters** Medium Low effort

The about page says the business has been family owned for over 20 years.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Customers like the staff and selection; the friction shows up at checkout and booking.

4 **Shop | Northwind Outfitters** Medium Low effort

Recent public reviews mention friendly staff and long checkout lines on weekends.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.

5 **Northwind Outfitters | Camping, Paddling and Trail Gear** Medium Medium effort

The site runs on WordPress with Google Tag Manager and an email newsletter signup.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Customers like the staff and selection; the friction shows up at checkout and booking.

6 Rentals | Northwind Outfitters Medium Low effort

Mobile page speed tested slower than two of three nearby competitors.

WHY IT MATTERS

Uncovers who else is part of the decision.

FIRST STEP

Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.

16 90-day roadmap

First 30 days

- Speed up mobile pages on the top product categories first.
- Add online rental requests so busy weekends do not depend on the phone.
- Northwind has a loyal local customer base and a large online catalog, but its rental and checkout process depends on phone calls and in-store staff, which limits growth during peak season.

Days 31 to 90

- Agree on a short follow-up with the store manager to walk through the rental process.
- A busy summer weekend with a full phone queue is the moment this problem costs the most.
- Customers like the staff and selection; the friction shows up at checkout and booking.

Beyond 90 days

- Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.
- Start by thanking them for their time and confirming the 15 minute agenda.

17 Next steps

1. Customers like the staff and selection; the friction shows up at checkout and booking.
2. Speed up mobile pages on the top product categories first.
3. Add online rental requests so busy weekends do not depend on the phone.
4. Northwind has a loyal local customer base and a large online catalog, but its rental and checkout process depends on phone calls and in-store staff, which limits growth during peak season.
5. Focus the call on lost weekend rentals and slow mobile shopping, and let them put a number on the cost.

Questions worth discussing

1. What share of sales comes from the online shop versus the store?
2. When a new e-commerce hire starts, what will success look like after 90 days?
3. Who besides you weighs in on a decision like this?
4. What has it cost you when a busy weekend turns customers away?
5. What have you already tried to speed up checkout?
6. If nothing changes before next summer, what happens?
7. What would make this worth your time to fix this quarter?
8. How are weekend rentals booked today, and what happens when the phone is busy?

How this report was made: public sources were collected on October 15, 2026. Website speed, SEO and Core Web Vitals come from Google PageSpeed Insights; technology, structured data and social links were read from the public homepage code; Google Maps listings are matched to each business by website or exact name, and ratings, review counts and recent reviews are pulled live from Google when the report is opened (never stored); competitors were found by web search and measured the same way. Every factual statement carries a numbered citation to a source listed below. Items marked Assessment are informed opinions, not facts. Facts are tied to cited public sources; anything that could not be sourced is labeled Assessment or removed. This report was researched from public sources and drafted with the help of AI. Third-party names and ratings belong to their owners. Spot an error? Email richard@stephensquantum.com and we will correct it. Prepared with DeepView by Stephens Quantum LLC.

Sources

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