

FINDR

LOCAL SEARCH PRESENCE AUDIT

City of Cypress Springs

Florida

THREE LOCATIONS · THREE DEPARTMENTS

Public Library · Recreation Center · Senior Center

Audit Prepared by Findr Technologies LLC

Executive Overview

Findr conducted a comprehensive audit of the City of Cypress Springs' digital presence across Google Business Profile and Apple Business Connect — the two platforms that drive the overwhelming majority of how residents find local services, programs, and city facilities.

Three city-operated locations were reviewed: the Cypress Springs Public Library, the Cypress Springs Recreation Center, and the Cypress Springs Senior Center. Each location was evaluated across 18 audit points covering verification status, accuracy of business information, customer-facing data quality, photo presence, review management, and Apple Maps parity.

The findings: all three locations have significant issues that are actively costing the City visibility, missed program registrations, frustrated residents arriving at wrong addresses or closed buildings, and a complete absence of any usable performance data.

Summary of Findings

Location	Google Status	Apple Status	Severity
Public Library	Unverified, outdated	Listed but inaccurate	HIGH
Recreation Center	Verified but abandoned (4+ years)	Not present	HIGH
Senior Center	Duplicate listings, conflicting info	Wrong address	CRITICAL

What This Means

In 2026, residents do not visit a city's website to find when the Senior Center opens or to call the Recreation Center about youth sports. They tap a search bar on their phone and pull up a map. If that map is wrong, the City loses the resident — they go somewhere else, give up, or call the wrong number. Worse: the City has no visibility into how often this is happening.

Across the three locations Findr reviewed, the City of Cypress Springs is currently flying blind. There is no usable data on how many residents are searching for these locations each month, what they are searching for, where they are searching from, or what action they take afterward. This audit identifies the specific issues at each location and outlines what Findr will correct in Phase 1.

Audit Framework

Each location was evaluated across 18 points spanning two platforms:

Google Business Profile (10 points)

- Verification status — is the City the verified owner?
- Business name accuracy and consistency
- Address accuracy
- Phone number accuracy
- Hours of operation
- Website URL
- Business category and attributes
- Photo presence and recency
- Review presence and response activity
- Duplicate listing detection

Apple Business Connect (8 points)

- Place card claim status
- Address accuracy on Apple Maps
- Phone number
- Hours of operation
- Website URL
- Category and tags
- Photo presence
- Showcase and Action Button setup

Each issue is rated by severity:

- **CRITICAL** — issue is causing residents to be misdirected, locked out of services, or unable to reach the location
- **HIGH** — issue is reducing discoverability and trust but residents can still find the location
- **MEDIUM** — issue is suboptimal but not actively harming resident access

Cypress Springs Public Library

Google Business Profile — Issues Found

#	Issue	Severity	Detail
1	Profile is not verified	CRITICAL	Listing exists but no one at the City has claimed ownership. The City cannot edit any information.
2	Business hours wrong	CRITICAL	Listed as "Mon-Fri 9-5" — actual hours are Mon-Thu 9-8, Fri-Sat 9-5, Sun 1-5. Residents arriving on Saturday or evenings find listing says "Closed."
3	Phone number outdated	HIGH	Listed number rings to a disconnected line. Was reassigned during a 2022 phone system migration.
4	Website URL missing	HIGH	No website link on the profile. Residents must search separately to find program calendars or catalog access.
5	Zero photos	HIGH	No interior, exterior, or program photos. Comparable libraries average 25-40 photos.
6	Wrong category	MEDIUM	Listed as "Library" only. Missing secondary categories: "Public Library," "Children's Library," "Community Center."
7	11 unanswered reviews	HIGH	Reviews dating back to 2021 with zero responses. Three reviews mention closed-door surprises directly tied to issue #2.
8	No "Services" listed	MEDIUM	Profile does not surface library card sign-up, meeting room reservations, computer access, or storytime — all things residents search for.

Apple Business Connect — Issues Found

#	Issue	Severity	Detail
1	Place card not claimed	CRITICAL	City has no edit access to Apple Maps listing.
2	Hours match Google's wrong hours	CRITICAL	Apple Maps inherits the same incorrect Mon-Fri 9-5 schedule.
3	Wrong category	MEDIUM	Currently tagged "Bookstore" — Apple's auto-categorization without ownership.
4	No photos	HIGH	Apple Maps shows only the default street-level pin, no place card imagery.
5	No Action Button	MEDIUM	Cannot direct users to library catalog, card sign-up, or program registration.

Real-World Impact

Three of the eleven Google reviews on the Library's profile describe arriving at the building on a Saturday or after 5pm and finding it closed because Google said it was. One review from October 2025

reads: "Drove 20 minutes with my kids to find it locked. Their website said they were open. Why is Google so wrong?"

That review has 8 "helpful" votes from other users — meaning at least 8 other people considered avoiding the Library based on this one inaccuracy.

Cypress Springs Recreation Center

Google Business Profile — Issues Found

#	Issue	Severity	Detail
1	Profile is verified but abandoned	CRITICAL	Last edit was October 2021. No one currently at the City has access — the verified email belonged to a former employee.
2	Last photo upload: 2020	HIGH	Six photos total, all taken before facility renovations completed in 2023. Photos show old equipment and signage that no longer exists.
3	Hours don't reflect summer schedule	HIGH	Profile shows winter hours year-round. Summer hours (extended pool/gym evening hours) have never been added.
4	No mention of summer programs	HIGH	Profile description is generic ("recreation facility") with no mention of youth sports, summer camps, swim lessons, or pickleball — which are the highest-volume search queries.
5	Phone tree menu not noted	MEDIUM	Listed phone routes to a 6-option menu. Residents looking for sports registration spend 90+ seconds navigating to the right department.
6	No services or attributes	MEDIUM	Profile does not list pool, gym, courts, or class registration as services.
7	16 unanswered reviews	HIGH	Mix of 5-star and 2-star reviews going back four years. Zero responses from the City.
8	No posts in 4+ years	HIGH	Google Posts (free promotional placement) have never been used to announce program registration windows or events.

Apple Business Connect — Issues Found

#	Issue	Severity	Detail
1	No Apple Maps presence at all	CRITICAL	The Recreation Center does not appear on Apple Maps when searched by name. iPhone users searching "Cypress Springs rec center" see only competitor private gyms.
2	Address pin is wrong	CRITICAL	When users navigate to the rough address, Apple's pin is placed on the parking lot of an adjacent retail strip, not the facility.

Real-World Impact

The Recreation Center generates the highest program revenue of any city facility, with summer camps and youth sports leagues representing roughly \$340,000 in annual fee collection. Yet on Apple Maps — which 56% of Florida residents use as their default mapping app — the facility doesn't appear. Every iPhone user searching for a rec center, gym, or summer camp in Cypress Springs is being routed to private competitors.

Cypress Springs Senior Center

Google Business Profile — Issues Found

#	Issue	Severity	Detail
1	THREE duplicate listings exist	CRITICAL	"Cypress Springs Senior Center," "Cypress Springs Senior Activities Center," and "CS Senior Ctr" all exist as separate Google listings — splitting search authority and confusing residents.
2	Listings have different addresses	CRITICAL	Two of the three duplicates list the previous building address (the Center moved in 2023). One listing is correct.
3	Listings have different phone numbers	CRITICAL	Each duplicate has a different phone — only one currently rings the front desk. The other two ring an old fax line and a former staff member's direct line.
4	No listing is verified by the City	CRITICAL	All three duplicates exist as user-generated entries. The City has no edit access to any of them.
5	Conflicting hours across duplicates	HIGH	Each listing shows different hours, two of which are completely fabricated.
6	27 reviews split across listings	HIGH	Reviews are scattered across all three duplicates, weakening the apparent ranking and making the Senior Center appear less established.
7	No photos on any listing	HIGH	All three listings rely on Street View imagery only, two of which show the old building.
8	Zero responses to any review	MEDIUM	Multiple reviews ask basic questions ("do you have transportation?") that have gone unanswered for 18+ months.

Apple Business Connect — Issues Found

#	Issue	Severity	Detail
1	Apple Maps shows old address	CRITICAL	Apple Maps directs users to the 2018-2023 building, which is now an unrelated office. Seniors driving to the listed address arrive at the wrong building.
2	Place card not claimed	CRITICAL	City has no edit access.
3	No website link	HIGH	Apple Maps does not link to the Senior Center's program calendar.
4	No photos	HIGH	Default Apple imagery only — no photos of new facility.
5	Hours not specified	HIGH	Listing shows "Hours not provided" — pushing residents to call (with the wrong number from Google) instead of providing self-serve info.

Real-World Impact

This is the most severe case in the audit. The Senior Center serves a population that disproportionately relies on phone calls and physical addresses to access services — exactly the two data points most broken across these listings. Findr's review of public reviews and Community Services intake records found at least 14 documented instances over the past 18 months of seniors arriving at the wrong building, calling disconnected lines, or giving up entirely on accessing programs.

This is not just a marketing issue. It is an access-to-services issue.

What Findr Will Correct

Within the first 30-45 days of engagement, Findr will complete the following across all three locations:

Verification & Ownership

- Claim and verify all Google Business Profile listings under City-controlled credentials
- Identify, merge, or remove duplicate listings (Senior Center has three; the Library and Rec Center each have one)
- Claim Apple Business Connect place cards for all three locations
- Establish City-owned access so future staff transitions don't break the profiles again

Information Accuracy

- Correct addresses across all three locations (most critical: Senior Center)
- Update phone numbers to currently active lines
- Set accurate hours including seasonal variations (Library evenings/weekends, Recreation Center summer hours)
- Add and link the correct website URLs for each department
- Apply correct primary and secondary categories

Customer-Facing Content

- Add 15-25 photos per location (interior, exterior, programs, facilities)
- Write descriptions optimized for the specific search terms each location's audience uses
- Add Services lists: programs, facilities, registration links
- Set up Action Buttons ("Reserve a meeting room," "Register for camp," "View calendar")

Review Management

- Respond to all 54 unanswered reviews across the three locations
- Establish a monthly review-response cadence going forward
- Flag and dispute reviews that violate Google's policies

Reporting Infrastructure

- Set up monthly automated reporting on profile views, calls, direction requests, website clicks, search terms, zip code data
- Establish baseline metrics in month one so the City can measure improvement
- Provide quarterly strategic reviews tied to upcoming City programs and events

After Phase 1: What the City Will Have

The City of Cypress Springs currently has no visibility into how residents find or interact with these three locations digitally. After Findr's Phase 1 corrections and reporting setup, the City will have monthly data on:

- How many residents searched for and viewed each location
- How many called each location directly from the search result
- How many requested driving directions
- How many clicked through to the City's website
- What specific terms people searched to find each location
- Which zip codes residents are searching from
- Mobile vs. desktop usage patterns
- How performance changes month over month
- How performance compares to similar facilities (Apple Maps benchmark data)

This data is the foundation for every smart decision a city department makes about programming, outreach, communications, and ad spend. Without it, departments are guessing. With it, they are deciding.

Recommended Next Steps

- **Week 1:** Findr presents this audit and the Phase 1 scope to the City Manager and the three department heads
- **Week 2:** Engagement is approved; Findr begins verification and corrections
- **Weeks 3-6:** All three locations fully corrected and verified across both platforms
- **Week 7:** First baseline monthly report delivered, establishing the metrics the City has never had
- **Months 3-6:** Three months of monthly reporting; quarterly strategic review with department heads