

This dataset encompasses a comprehensive digital visibility audit of **752 customer businesses** (predominantly Dutch driving schools / *rijsscholen*). The intelligence below details their web presence, technical SEO health, and social media footprint.

1. Cohort & Testing Scope

Metric	Count	Share of Total (N = 752)
Total businesses audited	752	100.0%
Website found	464	61.7%
No website found	288	38.3%
At least one social media account	329	43.8%
Google Business Profile found	324	43.1%
Fully "invisible" (No website AND no social media)	233	31.0%

2. Website Presence & Operational Status

Of the 464 websites discovered, discovery was split across three methods: **261 via search** (34.7% of total), **161 via email domain** (21.4%), and **42 via Google Business profiles** (5.6%).

Status Breakdown (N = 464)

- **Working:** 349
(75.2% of found sites, 46.4% of total businesses)
- **Placeholder / empty:** 61 (13.1%)
- **Dead domain:** 38 (8.2%)
- **Blocked inspection:** 8 (1.7%)
- **HTTP errors (500, 404):** 8 (1.7%)

Infrastructure Loss: A total of 115 websites (24.8% of all discovered domains) are broken, dead, or empty, representing a severe block in customer acquisition funnels.

3. Technical & SEO Audit

An automated technical inspection of the **426 active websites** reveals the following performance and markup data:

- **HTTPS adoption:** **94.8%** (404 sites) use secure SSL/HTTPS; 5.2% (22 sites) still load insecurely.
- **Mobile-ready (viewport):** **93.0%** (396 sites) are responsive; 7.0% completely lack mobile optimization.
- **Page speed (load time):**
 - Median: 1.60 seconds | Average: 2.20 seconds
 - Fast ($\leq 2.0s$): 63.4% (270 sites)
 - Slow ($> 3.0s$): 20.2% (86 sites)
 - Very slow ($> 5.0s$): 7.3% (31 sites, peaking at 23.5s)
- **Meta description:** Present on **65.7%** (280 sites); completely missing on 34.3%.
- **H1 tag hygiene:**
 - Exactly 1 H1 (best practice): **52.6%** (224 sites)
 - Missing H1 tags: 29.3% (125 sites)
 - Multiple H1 tags (keyword stuffing / flaw): 18.1% (one site logged 46 H1 tags)
- **Structured Data (JSON-LD):** Only **42.5%** (181 sites) have local business markup; the rest miss out on rich search snippets.
- **Direct contact transparency:** 64.8% display a telephone number on their pages, and 60.8% show a visible email address.

(Note: Domain age is not extracted via WHOIS dates; chronological tracking relies on social media post history and reviews).

4. Social Media Presence & Popularity

A total of **329 businesses (43.8%)** maintain at least one social media channel, while the majority of **423 businesses (56.3%)** have zero recorded social footprint.

Platform	Total Accounts	Penetration (All 752)	Penetration (Website Owners, N=464)
Facebook	264	35.1%	47.4% (220 accounts)
Instagram	224	29.8%	44.2% (205 accounts)
TikTok	57	7.6%	12.3% (57 accounts)
YouTube	29	3.9%	6.2% (29 accounts)
LinkedIn	28	3.7%	6.0% (28 accounts)
X (Twitter)	27	3.6%	5.8% (27 accounts)

Cross-Channel Breadth & Correlation

Platform Multiplicity:

- 0 platforms: 423 (56.3%)
- 1 platform: 143 (19.0%)
- 2 platforms: 107 (14.2%) — *Usually FB + IG*
- 3 platforms: 49 (6.5%) — *Usually adding TikTok*
- 4 to 5 platforms: 30 (4.0%)

The Website-Social Connection: A working website strongly correlates with social media adoption. 72.8% of businesses with an active website also maintain social accounts. In contrast, only 19.1% of non-website owners bother to keep an active social presence.

5. Activity & Recency (Last Facebook Post)

Of the 264 businesses with Facebook links, **141 pages** yielded a clear, publicly scrapable date for their most recent post (the remainder were private, vanity URLs, or empty).

- **Oldest recorded post:** May 24, 2015 (*Autorijschool Feno*). An abandoned page left idle for over 11 years.
- **Newest recorded post:** October 14, 2026 (*Rijschool ALFABET*). Highly active during the audit window.

Posting Activity Window	Businesses	Share of Tracked Pages (N=141)
Active in 2026 (Current year)	102	72.3%
Active within last 30 days	64	45.4%
Active within last 90 days	80	56.7%
Active within 365 days	103	73.0%
Last post in 2025 (Last year)	9	6.4%
Dormant / Abandoned ($\leq$ 2024)	30	21.3%

Multi-year breakdown of legacy pages: 2024 (6), 2023 (6), 2022 (5), 2021 (5), 2019/2020 (5), $\leq$ 2018 (3).

6. Google Business Profile Presence

In total, **324 Google Business Profiles** (43.1% of the total cohort) were located. Of these, 256 feature public reviews and ratings, with 242 businesses maintaining detailed review logs. The vast majority of discovered profiles are actively flagged as OPERATIONAL by Google, with 226 clearly displaying their published weekly opening hours to the public.