

Case Study: Sunrise Cafe & Bistro

NexusForge Web SEO

Project Overview

Client: Sunrise Café & Bistro — Whitchurch-Stouffville, ON **Owner:** Sophia **Service:** Full technical SEO audit and optimization **Timeline:** September–October 2026 **Result:** 90+ SEO score on all pages (webscore.now)

Sunrise Café & Bistro is a well-loved local breakfast and lunch spot with a loyal community following and a 5-star Google rating. The owner had a live website but it had never been audited for technical SEO.

The Problems Found

A webscore.now audit surfaced five issues that were quietly holding the site back:

1. **Hidden text SEO violation** on the catering page — a Google spam flag that can trigger a manual ranking penalty
2. **Open Graph image wrong size** — the declared 1200×630 image was actually 693×867; social shares showed broken or distorted previews
3. **Incomplete favicon suite** — only a single .webp icon; missing the 16, 32, 96, 180, and 192px sizes required by browsers, iOS, and Android Chrome
4. **No llms.txt file** — the site was invisible to AI assistant crawlers, an emerging visibility signal
5. **Email address obfuscated by Cloudflare** — the `href="#" data-contact` pattern used by Cloudflare's email shield looks like cloaking to search crawlers

What We Did

1. Hidden Text Audit & Fix

Identified three separate root causes of the hidden text warning on `catering.html`: a Cloudflare challenge invisible iframe (a 1×1px element injected by their CDN script), figcaption text at 0.68rem (below the ~0.7rem threshold SEO tools flag), and email obfuscation via `href="#" data-contact` that is opaque to crawlers. Fixed all three: removed the Cloudflare scripts, bumped figcaption font-size to 0.75rem, and replaced obfuscated links with direct `mailto:` links.

2. Open Graph Image

Built a properly sized 1200×630px branded OG image from the client's actual logo — orange circular Sunrise Café & Bistro mark on a warm brown gradient, with café name, tagline, address, and phone

number. Updated both `index.html` and `catering.html` to reference it. Social shares now display a clean, on-brand preview.

3. Complete Favicon Suite

Generated the full set from the real logo: `favicon-16.png` (browser tab), `favicon-32.png` (high-DPI tab), `favicon-96.png` (desktop shortcut), `apple-touch-icon.png` at 180×180 (iOS home screen), `favicon-192.png` (Android Chrome), and `favicon.ico` as a legacy multi-size fallback. Added all size-declared `<link>` tags to both HTML pages.

4. llms.txt

Created a structured `llms.txt` file at the site root per the emerging llmstxt.org standard — a clean map of site pages, business details, hours, and contact information for AI assistant crawlers.

5. Google Business Profile Posts Campaign

Wrote and published a 5-week Google Posts campaign to build local search visibility: grand re-introduction (Week 1), signature menu item spotlight (Week 2), catering services feature (Week 3), community gratitude + seasonal special with a photo of Sophia behind the counter (Week 4), and upcoming event engagement (Week 5). Each post written to comply with Google's content policies — notably, no phone numbers in post body text, which causes automatic rejection.

Results

Issue	Before	After
SEO score (webscore.now)	Multiple flagged issues	90+ on all pages
Hidden text violation	Active Google spam flag	Cleared
Open Graph image	Wrong size (693×867px)	1200×630 branded image
Favicon coverage	1 size only (.webp)	6 sizes + .ico
AI crawler visibility	No llms.txt	Structured llms.txt live
Google Posts	None	5-week campaign running
Email crawlability	Obfuscated (Cloudflare)	Direct mailto: links

Tech Stack

- Static HTML/CSS site hosted on **Netlify**
- Custom domain: `sunrisecafeandbistro.ca`

- Images in **WebP format** for performance
 - **Schema.org** structured data with @id cross-linking between pages
 - No CMS — direct file deployment
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What This Means for Local Businesses

Sunrise Café & Bistro is a clear example of a business doing everything right operationally — great food, great service, strong Google reviews — but losing ground online to competitors with cleaner technical SEO. None of the issues required a website rebuild. Every fix was surgical: the right change, in the right place, deployed cleanly.

For a local business, a hidden text flag or a broken OG image isn't just a score issue. It's a trust signal to Google that can quietly suppress local search rankings for months, without the owner ever knowing why.

Case study prepared by NexusForge Web SEO