

LOCAL MARKET SNAPSHOT

Pine Hollow Coffee

Coffee shop & bakery · Pine Hollow, MN

Prepared September 29, 2026

THE SHORT VERSION

4.8★

Highest Google rating of the 6 coffee spots nearby. Customers love you.

6th / 6

Fewest Google reviews (57). The leader has 312, so new customers find them first.

3

Photos on your Google profile. The area average is 38.

Your product is winning. Your visibility isn't. The three quick wins on page 4 close most of that gap in about 30 days, with no ad spending.

01 · THE NEIGHBORHOOD

You and your 5 closest competitors

Everyone within a 10-minute drive who shows up on Google Maps when someone searches "coffee near me" in Pine Hollow.

BUSINESS	RATING	REVIEWS	WEBSITE	WORKS ON PHONES	OPENS (WEEKDAYS)	ONLINE ORDERING	POSTS ON SOCIAL
Pine Hollow Coffee (you)	4.8	57	No (Facebook)	—	7:00 am	No	2x / week
Lakeshore Roasters	4.7	312	Yes	Yes	6:00 am	Yes	4x / week
Cedar Street Bakery & Café	4.6	188	No (Facebook)	—	6:30 am	No	1x / week
Northbound Bagels & Brew	4.5	141	Yes	Yes	6:00 am	Yes	Rarely
Two Loons Coffee House	4.4	96	Yes	No ("Not secure")	7:00 am	No	Rarely
Timberline Gas & Go (coffee bar)	4.0	64	Yes (chain)	Yes	24 hours	No	—

Google reviews: why the leader gets found first

Google's own guidance says reviews (how many, and the rating) are part of how it ranks local results. A great rating with few reviews gets less of a boost.

Lakeshore Roasters		312
Cedar Street Bakery		188
Northbound Bagels		141
Two Loons		96
Timberline Gas & Go		64
Pine Hollow (you)		57

Where you lead

Best rating in the area (4.8). More active on Instagram than 4 of 5 competitors. The only shop reviewers call "cozy" again and again.

Where you trail

Fewest reviews, fewest photos, no website, and you open an hour later than Lakeshore and Northbound.

02 · WHAT CUSTOMERS SAY

Themes from 858 public reviews

We read every Google and Yelp review from the last 12 months for all 6 shops and grouped what people praise and complain about.

Your reviews (57)

Friendly, remembers your order 21 mentions

Cardamom latte / seasonal drinks 14

Cozy, good place to work 12

Couldn't find your hours online 6

Weekend line is long 5

Wish you took online orders 4

Competitors' reviews (801)

Lakeshore: "pricey," "slow at rush hour" 38

Cedar Street: pastries sell out early 22

Northbound: fast, easy mobile ordering 31

Two Loons: website/menu outdated 9

Timberline: "fine for a gas station" 11

All: few places open early on Sunday 17

Price check: 12 oz latte

BUSINESS	12 OZ LATTE	PASTRY	SOURCE
Pine Hollow Coffee (you)	\$4.95	\$3.75	Your menu board (Facebook photo)
Lakeshore Roasters	\$5.75	\$4.25	Online menu
Northbound Bagels & Brew	\$5.25	\$3.50 (bagel)	Online ordering page
Two Loons Coffee House	\$4.75	n/a	Website menu (may be outdated)
Cedar Street Bakery & Café	n/a	n/a	No prices posted online

What this means: you're priced in the middle, below Lakeshore by 80¢, with a better rating. There's room for a modest increase on specialty drinks without losing your value edge.

03 · QUICK WINS

3 things to do this month

Ranked by impact for the effort. None of them need an ad budget.

1

Fill out your Google profile

6 reviewers mention they couldn't find your hours. Your profile has no Sunday hours, 3 photos and no posts.

Do this: add Sunday hours, upload 15–20 photos (drinks, pastries, the cozy corner), add your menu, and post once a week.

2

Ask happy regulars for reviews

Your 4.8 rating is the best in town, but 57 reviews keeps you low on the map. 10 more reviews would pass Timberline, and 40 more would pass Two Loons.

Do this: put a review QR code at the register and on receipts. Ask in person when someone compliments a drink. (Never offer a discount for reviews, which is against Google's rules.)

3

Give people a real website with your menu and hours

4 of your 5 competitors have a website. Yours points to Facebook, and 4 reviewers asked for online ordering.

Do this: a simple mobile site with menu, hours, directions and a link to order ahead (Square and Toast both offer this).

Two bigger opportunities

The early-morning gap

Lakeshore and Northbound open at 6:00. You open at 7:00. 17 reviews across the area mention few places open early on Sunday. A 6:30 weekday / 7:00 Sunday test for one month would show whether the demand is there.

Pastry pre-orders

Cedar Street regularly sells out, and 22 reviews complain about it. A "reserve your pastries" option on your site or Facebook could win those customers on weekends.

04 · YOUR 30-DAY PLAN

A simple month, one step a week

Week 1

Add Sunday hours, menu and 15+ photos to Google. Print the review QR code.

Week 2

Start asking regulars for reviews. First weekly Google post (seasonal drink).

Week 3

Launch a simple website with menu, hours and order-ahead link.

Week 4

Test pastry pre-orders on Saturday. Check your review count: goal is 70+.

How to tell it's working

Google Business Profile shows you calls, direction requests and website clicks each month (Performance tab). Write down this month's numbers today and compare in 30 days.

Want us to handle it?

Every quick win above is something we do for local businesses:

Google profile tune-up: hours, photos, menu, first posts

\$149

Review booster kit: QR sign, table tent and ask templates

\$49

Custom website: see it first, pay only if you love it

\$497 + \$39/mo

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About this sample: Pine Hollow Coffee, its competitors, the town of Pine Hollow, and every figure and review in this report are fictional, made to show what a Doorway Web Co. snapshot looks like.