

Marketing & Digital Presence

Self Assessment

Rating

Basic Online Presence

Already Do
Well

Needs
Improvement

Not Yet
Doing

My business appears on Google Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have claimed and verified my Google Business Profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business has an active website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My website is mobile-friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My business has a Facebook page, Instagram account, and/or a presence on other platforms (e.g., LinkedIn, TikTok, Pinterest, YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My website, Google listing, and social media pages each include basic info like hours, contact details, location, and services/products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Branding & Strategy

I have a recognizable logo and brand look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know who my target customer is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a marketing plan or strategy for the year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Awareness

Already Do Needs Not Yet
Well Improvement Doing

I use social media posts to reach new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've run paid ads on Google, YouTube, Facebook etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've used other advertising platforms (e.g., local media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I attend or sponsor community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've partnered with other local businesses or influencers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have signage or a visible storefront	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I track how people find my business (e.g., analytics, customer surveys)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Interest & Consideration

My website clearly explains what I offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share photos, videos, or behind-the-scenes content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I offer testimonials or customer reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share tips, FAQs, or educational content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I communicate my unique selling point (what makes me different)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Decision & Purchase

Already Do
Well

Needs
Improvement

Not Yet
Doing

I make it easy to book, order, or buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow up with interested customers or leads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I offer clear calls to action (like “Call Now” or “Shop Now”)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I reply quickly to inquiries or questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Loyalty & Advocacy

I follow up with customers after a purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a loyalty program or incentives for repeat customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I collect feedback or reviews from customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I collect customer email addresses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I encourage customers to refer friends or share on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep in touch through email, texts, or social media updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I respond to customer messages or comments on social media and to online reviews (positive or negative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

