

FIND THE LEAKS BEFORE YOU REDESIGN ANYTHING

Online Presence Audit Scorecard

Use this before you touch your website, rewrite your bio, post a content sprint, or run ads. You need to see where buyers lose clarity, trust, or momentum.

Screenshot everything

Screenshots make the leaks obvious and the progress visible.

Score honestly

This only works if the numbers tell the truth.

Fix the lowest score first

The weakest point usually costs the most leads.

Audit the Buyer Path

Rate each area from 1 to 5. A 1 means it is costing trust. A 5 means a stranger can understand it and act without babysitting.

AREA	CHECK	SCORE	WHAT NEEDS TO CHANGE?
Google search	Business name, service + city, and best service near me searches show the right proof.		
Website homepage	The first screen says what you do, where, who it is for, proof, and next step.		
Service pages	Core services have their own useful pages with proof, process, FAQs, and CTA.		
Google profile	Categories, services, photos, reviews, hours, posts, and Q&A are complete.		
Reviews	Recent reviews mention services, outcomes, locations, and customer experience.		
Social profiles	Bio, banner, pinned post, links, and recent content explain the business.		
Lead path	Calls, forms, messages, and follow-up are easy to use and track.		

Capture the Evidence

Take screenshots now so you can compare the before and after. This is also helpful when you feel like nothing is changing, because marketing progress can be sneaky.

- Homepage first screen on desktop and phone
- Main service page on desktop and phone
- Google Business Profile overview
- Top search results for service + city
- Review list sorted by newest
- Facebook, LinkedIn, or Instagram profile
- Contact form, booking page, or message path

Pick the First Fix

Do not try to fix everything today. Pick the lowest-scoring area that affects buyer trust or the ability to contact you.

LOWEST SCORE

WHY IT MATTERS

FIRST FIX

WHO OWNS IT

DUE DATE