



The Marketing Minute Action Sheet

Is Your Business Audit-Ready?

What potential customers are checking before they contact you.

- ☐ My website clearly explains what I do in 5 seconds or less
- ☐ My contact information is easy to find
- ☐ My website works well on mobile devices
- ☐ My logo and branding look professional and consistent
- ☐ My social media profiles are active and up-to-date
- ☐ My profile photo/logo is current across platforms
- ☐ My business has recent reviews or testimonials
- ☐ My Google Business Profile is claimed and updated
- ☐ My photos accurately represent my business
- ☐ My services are clearly listed and easy to understand
- ☐ My website and social media use consistent messaging
- ☐ My business would make a great first impression to a stranger
- ☐ If someone found me today, they would immediately know how I can help them

Bonus Question

If a potential customer "audited" your business online today, what would they find?

Quick Self-Score - Count your checkmarks:

10-13  Audit Ready

7-9  A few opportunities to improve

0-6  Your online presence may be costing you customers