BUSINESS VISIBILITY ASSESSMENT WORKBOOK

BASIC BUSINESS INFORMATION

Use this section to gather basic information before completing the visibility assessment. This section is for reference only and does not affect the final score.

Field	Information
Business Name	
Owner/Contact Name	
Phone Number	
Email Address	
Website	
Google Business Profile	
Social Media Links	
Service Area	
Primary Services	
Date of Assessment	
Assessor/Reviewed By	

How to Use This Workbook

Complete each section by assigning 2 points for Yes, 1 point for Partially, and 0 points for No. Use the notes areas to document observations and use the Priority Action Plan to identify the top three improvements.

BUSINESS INFORMATION

Foundation: Can people identify and contact the business?

Description	Yes	Partially	No
The business phone number is easy to find	2	1	0
A professional business email address exists	2	1	0
Business address or service area is listed	2	1	0
Business hours are published	2	1	0
Contact information is consistent online	2	1	0
Social media links are available	2	1	0
Social media sites have consistent business information	2	1	0

Business Information Total:	**/ 14**

Notes / Recommended Improvements:

GOOGLE BUSINESS PROFILE

Discovery: Can people find the business locally, where many searches start?

Description	Yes	Partially	No
The Google Business Profile is claimed	2	1	0
The Google Business Profile is verified	2	1	0
The business category is accurate	2	1	0
Business hours are current	2	1	0
Recent photos are uploaded	2	1	0
Reviews are received regularly	2	1	0
Reviews are answered	2	1	0
The website is linked to Google Business Profile	2	1	0
Social media profiles are linked to Google Business Profile	2	1	0

Google Business Profile Total:	**/ 18**

Notes / Recommended Improvements:

WEBSITE PRESENCE

Trust and validation: Does the business have a credible online home?

Description	Yes	Partially	No
The business has a website	2	1	0
The website is mobile-friendly	2	1	0
Website loads quickly	2	1	0
Website uses HTTPS	2	1	0
Services are clearly listed	2	1	0
The website includes a contact form	2	1	0
The website includes a quote request form	2	1	0
Examples of work are displayed	2	1	0
Testimonials are displayed	2	1	0

Website Presence Total:	**/ 18**

Notes / Recommended Improvements:

PHOTOGRAPHY & BRANDING

Trust-building: Does the business look professional and up to date?

Description	Yes	Partially	No
The business has a professional logo	2	1	0
Brand colors are consistent across websites & social media	2	1	0
Professional headshots are available	2	1	0
Recent project photos are available	2	1	0
Before-and-after or portfolio images are available	2	1	0
Team photos are available	2	1	0

Images accurately represent the business today	2	1	0

Photography & Branding Total:	**/ 14**

Notes / Recommended Improvements:

CUSTOMER EXPERIENCE

Conversion: Can visitors easily understand, contact, and request service?

Description	Yes	Partially	No
A clear call-to-action appears on key pages	2	1	0
The website is easy for customers to navigate	2	1	0
All website links work properly	2	1	0
Services are easy to understand	2	1	0
The customer can view examples of work	2	1	0
The customer can contact the business within 30 seconds	2	1	0
The customer can request a quote online	2	1	0
The customer knows what to expect after submitting a form	2	1	0
The website works well on mobile devices	2	1	0

Customer Experience Total:	**/ 18**

Notes / Recommended Improvements:

GROWTH READINESS

Follow-through: Can the business handle and track new opportunities?

Description	Yes	Partially	No
The business is easy to find online	2	1	0
The business is easy to find on maps	2	1	0

The business is easy to call	2	1	0
The business is easy to contact by chat or email	2	1	0
There is a clear path for potential customers to request services	2	1	0
Supporting materials guide potential customers to take action	2	1	0
The website is ready for increased visibility	2	1	0
The business can handle increased inquiries	2	1	0
A follow-up process exists for new leads	2	1	0
The business tracks where inquiries come from	2	1	0

Growth Readiness Total:	**/ 18**

Notes / Recommended Improvements:

FINAL SCORING

Total for all sections	**/ 100**

- **90–100 points = Excellent**
- **75–89 points = Strong Foundation**
- **50–74 points = Needs Improvement**
- **Below 50 points = Significant Growth Opportunity**

REVENUE OPPORTUNITY ESTIMATE

Use this section to estimate the potential financial impact of improving your visibility and conversion.

Average Customer Value:	**$**
Additional Customers Per Month:	

Estimated Annual Revenue Increase:	**$**

(Average Customer Value × Additional Customers × 12)	

PRIORITY ACTION PLAN

Use this section to turn the assessment results into clear next steps. Focus first on the items that are easiest to improve and most likely to help the business receive more inquiries.

Priority	Recommended Action	Owner	Timeline	Status
Priority 1				
Priority 2				
Priority 3				

Additional Notes:

Business Reflection Questions

- What is the biggest weakness in my online presence?
- What would I change first?
- What opportunities might I be missing?
- What would one additional customer per month be worth?