COMPETITOR VISIBILITY AUDIT WORKBOOK

Use this ARXO-inspired workbook to evaluate how competitors show up online, identify where your business is losing visibility, and prioritize practical improvements that can help you earn more trust, inquiries, and customers.

ARE COMPETITORS WINNING CUSTOMERS BEFORE THEY EVER CONTACT YOU?

Most business owners know who their competitors are.

Far fewer regularly evaluate how those competitors appear online as customers search, compare options, and decide who to contact first.

This workbook gives you a simple, repeatable process for comparing your online presence against top competitors, spotting gaps, and turning your findings into a focused improvement plan.

HOW TO USE THIS WORKBOOK

1. Choose three to four competitors that customers commonly compare against your business.
2. Review each competitor's website, Google Business Profile, photos, reviews, and customer experience.
3. Score each category honestly using the scoring guide provided.
4. Total your scores, identify your competitive position, and select the top three improvements to address first.

Tip: Complete the audit from a customer's perspective. Ask, "Which business would I trust, contact, and choose based only on what I can see online?"

BUSINESS INFORMATION

Your Business Name:	
Primary Service:	
Website:	
Google Rating:	
Number of Reviews:	
Date of Audit:	

COMPETITOR INFORMATION

Competitor #1	
Business Name:	
Website:	
Google Rating:	
Number of Reviews:	

Competitor #2	
Business Name:	
Website:	
Google Rating:	
Number of Reviews:	

Competitor #3	
Business Name:	
Website:	
Google Rating:	
Number of Reviews:	

Competitor #4	
Business Name:	
Website:	
Google Rating:	
Number of Reviews:	

Scoring Guide: Use the guide below for each comparison category.

2 = Your business performs better than the competitor

1 = Your business performs about the same

0 = The competitor performs better

WEBSITE COMPARISON

Category	Score
Website Design	
Mobile Experience	
Website Speed	
Professional Appearance	
Contact Information Visibility	
Service Descriptions	
Portfolio / Project Photos	
Customer Testimonials	
Call-To-Action Buttons	
Quote Request Process	

Website Comparison Total:	/ 20

GOOGLE BUSINESS PROFILE COMPARISON

Category	Score
Google Rating	
Number of Reviews	
Profile Completeness	
Recent Photos	
Review Responses	
Service Listings	
Website Link Present	
Social Media Links Present	

Google Comparison Total:	/ 16

PHOTOGRAPHY & BRANDING COMPARISON

Category	Score
Logo Quality	
Professional Headshots	
Team Photos	
Project Photos	
Before-and-After Photos	
Brand Consistency	
Visual Appeal	

Photography Comparison Total:	/ 14

CUSTOMER EXPERIENCE COMPARISON

Category	Score
Easy to Contact	
Easy to Understand Services	
Easy to Request a Quote	
Easy to Navigate Website	
Mobile Experience	
Customer Trust Signals	
Overall Professionalism	

Customer Experience Total:	/ 14

FINAL SCORE

Category	Score
Website Comparison	/ 20
Google Comparison	/ 16
Photography Comparison	/ 14
Customer Experience	/ 14
Total Score:	/ 64

COMPETITIVE POSITION

Score	Status	What does this mean for me?
55-64	Market Leader	Your business has a strong online presence and is well-positioned to earn trust before competitors do.
44-54	Competitive	You are visible and credible, but a few improvements could help you stand out more clearly.
28-43	At Risk	Competitors may look more credible or easier to contact, which can cost you leads.
Below 28	Losing Visibility	Competitors may be winning attention, trust, and inquiries before customers reach you.

REVENUE OPPORTUNITY ESTIMATE

Use this section to estimate the potential upside of improving your visibility and conversion points. Enter conservative numbers to keep the estimate realistic.

Average Customer Value:	**$**
Additional Customers Per Month:	
Estimated Annual Revenue Increase: (Average Customer Value × Additional Customers × 12)	**$**

SEARCH VISIBILITY CHECK

Search for your primary service plus your city or service area, then compare where your business appears against competitors.

Example:

- Roofing Company Dallas
- HVAC Lewisville
- Landscaping Denton

Check each statement that is true:

☐ My business appears before Competitor #1

☐ My business appears before Competitor #2

☐ My business appears before Competitor #3

☐ My Google Business Profile appears in Maps results

☐ My business has comparable review volume

☐ My business has comparable ratings

REALITY CHECK

Answer honestly from a customer's perspective:

☐ I would choose my business over Competitor #1

☐ I would choose my business over Competitor #2

☐ I would choose my business over Competitor #3

☐ My website creates a strong first impression

☐ My online presence reflects the quality of my work

☐ I clearly stand out from my competitors

TOP THREE COMPETITIVE IMPROVEMENTS

Based on your scores and observations, choose the three improvements most likely to increase visibility, build trust, or generate more inquiries.

Priority #1: Highest-impact improvement

Priority #2: Fastest improvement to implement

Priority #3: Best long-term improvement

REFLECTION QUESTIONS

What is my strongest advantage over competitors, and how can I make it more visible online?

What is my biggest competitive weakness, and what evidence shows it matters to customers?

What can I improve over the next 30 days to make my business easier to trust or contact?

What opportunities might competitors be capturing that my current online presence is missing?

NEXT STEP

Choose one improvement to complete this week, assign an owner, and set a deadline. Small, visible updates—such as refreshed photos, clearer service descriptions, stronger calls to action, or faster contact options—can quickly improve how customers compare your business against competitors.