GOLD EDGE DIGITAL

Is Your Website Costing You Customers?



THE LOCAL BUSINESS VISIBILITY SCORECARD

Find out in minutes if your website and Google presence are costing you enquiries — and what to fix first. For small business owners across Australia.

Visit www.goldedgedigital.com to know more
or email us at hello@goldedgedigital.com.

Like and follow our Facebook Page for
weekly updates.



Welcome

You Don’t Need to Be a Marketing Expert to Be Visible Online

As a small business owner, you’re busy running your business - not obsessing over algorithms, page speed and meta descriptions.

But here’s the truth:

When your ideal customer searches for what you offer online, they’ll make a decision in a few seconds based on what they see:

- Do you look trustworthy?
- Is it clear what you do and who you help?
- Is it easy to contact you?

This simple scorecard is designed to give you a quick, honest snapshot of how well your website and Google presence are working for you now.

How to Use This Scorecard

The scorecard is divided into 4 sections covering different aspects of your digital presence.

Each section have 7 questions/statements for each. Answer truthfully and use the guide at the end part to know where you stand.

1. Have your website and Google Business Profile open on your phone or computer.

2. For each statement, give yourself a score:

- 0 = No / not sure
- 1 = Partly / in progress
- 2 = Yes, confidently

3. Add up your score at the end of each section, then total everything on the “What Your Score Means” page.

4. Choose one area to focus on improving over the next month.

You don’t have to fix everything at once. Small, consistent improvements can make a big difference to enquiries.



First Impressions (Website Basics)

First impressions happen fast — especially on mobile. Let's check how clearly and quickly your website explains who you are and what you offer.

Scoring reminder Score 0 (No/Unsure), 1 (Partly), or 2 (Yes) for each statement.

- ☐ My homepage clearly states who we help and where we are in the first screen (e.g. "Plumber servicing North Brisbane" or "Bookkeeper for small businesses across Australia").
- ☐ My website looks good and is easy to read on a mobile phone.
- ☐ My site loads reasonably quickly (I don't have to wait more than a couple of seconds for pages to appear).
- ☐ There is a clear way to contact us on every page (click-to-call button, contact button, or link).
- ☐ Our main services are easy to find from the homepage and are explained in plain language (not just acronyms or jargon).
- ☐ There are recent testimonials or reviews visible somewhere on the site.
- ☐ There are no obviously broken links, "coming soon" pages, or lorem ipsum text.

Section 1 Subtotal _____ / 14

Local SEO & Google Business Profile

Most people will find you via Google. This section checks how findable and complete your local presence is.

Scoring reminder Score 0 (No/Unsure), 1 (Partly), or 2 (Yes) for each statement.

- ☐ When I search “[my main service] + [my suburb/city]” in Google (e.g. "electrician Redcliffe" or "bookkeeper Brisbane"), I can see my business somewhere on the first few pages.
- ☐ I have a Google Business Profile (Google listing) set up for my business.
- ☐ My Google Business Profile is fully completed with correct business name, address, phone number, website, opening hours and service areas.
- ☐ I have selected the most accurate categories for what we do (e.g. plumber, accountant, cleaning service, marketing agency).
- ☐ I have uploaded good quality photos of my team, office/clinic, and/or the type of support we provide.
- ☐ We receive new Google reviews regularly, and we respond to them politely (both the good and the not-so-good).
- ☐ Our business name, address, phone and website are written the same way on our website, Google listing and other directories (no mismatched details).

Section 2 Subtotal _____ / 14

Trust & Credibility

In business, trust is everything. Your online presence should reassure potential customers before they even speak to you.

Scoring reminder Score 0 (No/Unsure), 1 (Partly), or 2 (Yes) for each statement.

☐	We clearly state what we do, who we help, and what makes us different from competitors.
☐	It's easy to find our qualifications, experience, or relevant credentials somewhere on the site.
☐	We have a visible privacy policy and a clear note about how we handle customer enquiries and personal information.
☐	Our website language speaks to our ideal customer in a warm, approachable way — not just technical or industry jargon.
☐	Our images reflect real people and feel professional — not outdated stock photos or low-quality phone shots.
☐	We have clear information about how a new customer can get started, ask a question, or make a complaint.
☐	We avoid making unrealistic promises or guarantees that could mislead potential customers.

Section 3 Subtotal _____ / 14

Content, Nurture & Next Steps

Once people find you, they often need reassurance and information before they're ready to reach out. Helpful content and follow-up systems make this easier.

Scoring reminder Score 0 (No/Unsure), 1 (Partly), or 2 (Yes) for each statement.

- ☐ We have at least one helpful article, blog post, or resources page published in the last 6–12 months.
- ☐ Our content answers common questions customers ask (e.g. costs, what to expect, how our process works, how long things take).
- ☐ We share occasional updates or helpful posts on social media and link back to our website when appropriate.
- ☐ We have a clear idea of our ideal participant/client and write content as if we're speaking directly to them.
- ☐ We track enquiries and have some idea of whether people are finding us via Google, social media, referrals, or other sources.
- ☐ When someone contacts us, we have a simple process to follow them up (e.g. phone call, email, SMS) so they don't slip through the cracks.
- ☐ We have a basic plan or list of content topics we'd like to publish over the next 3–6 months.

Section 4 Subtotal _____ / 14

What Your Score Means

Add up your totals from all four sections:

Section 1:_____ /14

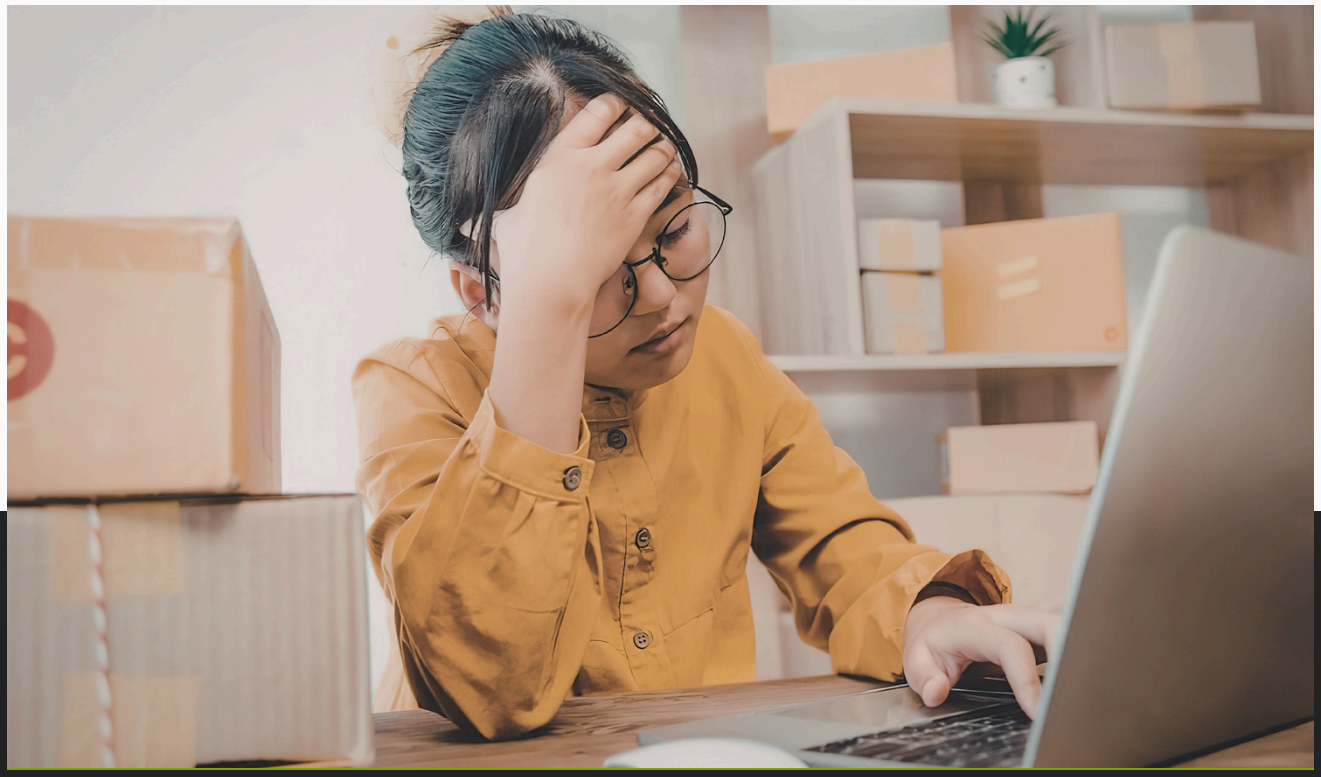
Section 2: _____/14

Section 3: _____/14

Section 4: _____/14

Overall score: _____/56

Use the guide below to interpret your result.



0–20
You're almost invisible online
😬

Your website and Google presence aren't doing you any favours yet.

The good news? You don't need to do everything at once. Start with the basics:

- Make it crystal clear on your homepage who you help and where you are.
- Set up (or claim) your Google Business Profile and complete all the details.
- Add an easy way to call or contact you on every page.

Pick one or two items from each section and aim to improve your score a little over the next 3 months.



21–38
You're on the map but leaving enquiries on the table 🧩

You have some foundations in place but there are still some gaps in:

- Local visibility (are you really appearing for the searches that matter?)
- Trust signals (are you clearly compliant, qualified and approachable?)
- Content and follow-up (do people know what to do next?)

Now is the perfect time to:

- Refresh key pages on your website.
- Strengthen your Google presence and reviews.
- Start a simple, consistent content plan around common questions.



39–56 Strong foundations — time to scale 🚀

You're doing a lot right. You look credible and findable, and you probably already get a steady stream of enquiries.

Your growth opportunities lie in:

- Ongoing SEO and content to stay ahead of competitors.
- Refining your ideal client and tailoring pages specifically to them.
- Streamlining your enquiry and follow-up systems to make every lead count.

This is a great stage to invest in a more strategic digital plan so your online presence keeps up with your business.

Next Steps & About Gold Edge Digital

Want Help Improving Your Scorecard?

If you've completed this scorecard and realised your website or Google listing needs some work, you're not alone.

Many small business owners know their online presence isn't doing enough - but don't have the time, the headspace, or the technical know-how to fix it.

That's where I come in. 👋



About Gold Edge Digital

Gold Edge Digital helps service-based businesses across Australia with:

- Website builds & makeovers that are clear, professional, and built to attract the right customers
- Local SEO & content support so you show up on Google for the searches that matter to your business
- Hosting & maintenance so your site stays fast, secure, and up to date

Hosting & maintenance so your site stays fast, secure and up to date

You focus on running your business. I'll handle the tech and the strategy in the background.

Choose your next step

Option 1 – Free 20-Minute Local Visibility Call

Send me your scorecard (or just your total) and we'll jump on a short Zoom call to identify the top 3 improvements you can make to your website and Google presence.

No obligation, no jargon.

Just practical, plain-English recommendations.

Option 2 – Done-For-You Website & SEO Support

If you already know your website needs a proper overhaul or you'd like ongoing help with SEO and content, we can chat about:

- Website Renovation or New Build – modern, mobile-friendly sites with SEO baked in.
- Ongoing SEO & Content Support – monthly support to keep you visible in Google and in front of your ideal clients.
- Hosting & Maintenance – so your site stays healthy, backed up and secure.

Let's Talk



We'd love to hear from you!

"You don't need to become a marketing expert to grow online. You just need the right foundations and the right support."



• THANK YOU • THANK YOU • THANK YOU • THANK YOU •

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