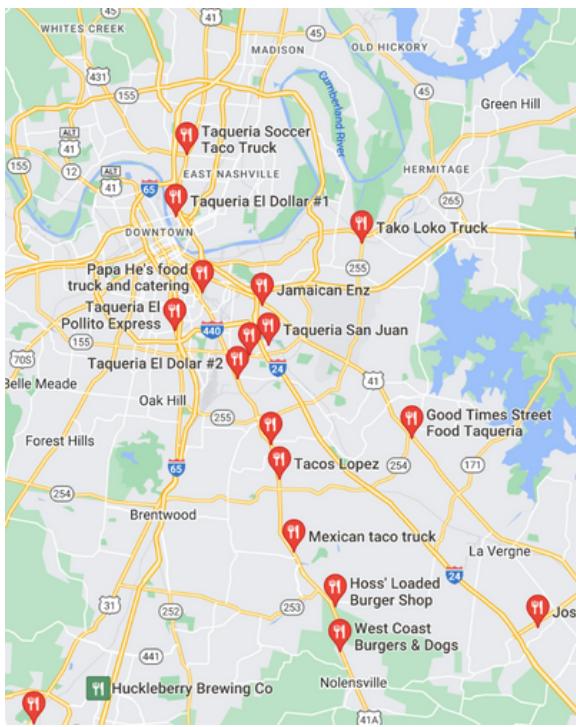




1st Impression Audit: YOUR BUSINESS HERE

Your Website | Your Google Business Listing | Your Yelp Listing (if necessary)



Reputation

Do you have a 4.5+ rating on Google/Yelp? YES/NO

Do you have 25+ reviews plus responses + photos? YES/NO

Do you have a Google review within the last 30 days? YES/NO

Website: "Web Friendly"

Is your website fast loading? YES/NO

Is your website secure? ([https:](https://)) YES/NO

Is your website mobile friendly? YES/NO

Website: "Above The Fold"

Do you have a "grab your attention" headline? YES/NO

Do you have "hold your attention" video or imagery? YES/NO

Do you have a "convert your attention" CTA (call-to-action)? YES/NO

Social Media

Have you posted on Facebook in the last 7 days? YES/NO

Have you posted on Instagram in the past 7 days? YES/NO

Have you posted on Google My Business in the last 30 days? YES/NO

All Channels "current" YES/NO

Paid Ads

Are you advertising on Facebook / Instagram? + Pixel YES/NO

YOUR SCORE (x/14)

XX%



If you remember nothing else, remember this: The 2 most significant marketing opportunities or missed opportunities you have are...





Summary & Comments

Reputation

- Of the billions of searches on Google daily, 46% of them are for local businesses
- 93% of all consumers use reviews to make purchasing decisions
- It takes 7 5-Star reviews for every 1 bad review (1-star) to keep a 4.5+ star rating
- “Best Practice” Google Business Listing Strategy:
 - 4.5+ Star rating
 - 25+ reviews
 - Consistent/recent reviews (never stop)
 - Reply to all reviews with location-specific comment (if natural/authentic)
 - Consistently post photos
 - Answer questions, reply to messages, and post regularly
 - Full address and phone on website
 - Turn on messaging (inside your Google business listing)
- 60% of your customers are willing to leave you a review but you have to ask. It's not that you ask, however, it's how you ask. **DOWNLOAD OUR FREE REPORT:** [One-Step Strategy For Building & Protecting Your Reputation, Getting More Positive Google Reviews, And Hot Prospects on Google](#)
 - First, ask your customer how his/her experience was (it makes it about him or her, not you). It also protects you against customers giving you bad reviews (as long as you ask them soon after they've left) because you'll have the chance to step in and “make things right.”
 - Second, if your customer says the experience was great, you can send them a review request immediately. If the experience was less than great, you can step in and understand why...before they can leave a bad review.
 - Third, reply to all reviews so Google knows you're engaged (this is an important part of you showing up in local search results).
- Did you know? Experts call us the “Feedback Economy”
 - Bottom line: Investing in your Reputation & Ratings is money well spent
- According to Dynamic Consultants, you should get a 30x ROI on sales & marketing management software.
- Incentivize your customers to share their information with you so you can build your list, get customer feedback, grow your reviews, and get a lot more “hot prospects.”

Paid Ads

- Every one of your ideal clients is online. You can advertise to your ideal clients for \$1 per day.
- Make sure your FB pixel is embedded into your website.

Website: “Web Friendly”

- Your website needs to load fast. Consumers will leave within seconds if it does not.
- If your site doesn't have the “https” in front of your domain name, it will show a warning (“this website is not secure”) which is noticeable to consumers.



- If your site does not scale and change for mobile phones and other devices, it will frustrate visitors and they will likely leave with a bad impression of your business.

Website: “Above The Fold”

- Your website (especially the area people see before they have to scroll) must have a single objective. It should be compelling and have 3 elements: Hook, Story, and Offer. The Hook is normally the headline. The story is imagery or a video. The Offer is usually the button that achieves your objective (subscribe, freebie, join our mailing list, etc)

Social Media

- For the overwhelming percentage of business owners, social media is not worth investing money into. Most “social media” experts do not get results and you won’t, in all likelihood, get an ROI. But, it’s really important to have a “pulse.” We suggest posting 1x per week to your social media feeds so that, when people come to your site, they see that you are participating in the “community” they are a part of.

1st Impression Scorecard

Value Journey Metrics for [CLIENT NAME]	B	C	D	E	F	G	H	I	J	M
	Week 1 [X/XX-X/XX]	Week 2 [X/XX-X/XX]	Week 3 [X/XX-X/XX]	Week 4 [X/XX-X/XX]	Remainder [X/XX-X/XX]	Monthly Actual	Monthly Target	Status		
REPUTATION	4.5+ Star Rating									
REPUTATION	Number of Reviews									
REPUTATION	New Reviews This Week									
REPUTATION	Response to Every Review									
ADVERTISING	New Members via FB/Instagram									
WEBSITE	Fast Loading Website?									
WEBSITE	Landing Page Conversions									
SOCIAL MEDIA	FB Posts									
SOCIAL MEDIA	Instagram Posts / Engagement									
SOCIAL MEDIA	TikTok Posts / Engagement									
SOCIAL MEDIA	Instagram Posts / Engagement									
SOCIAL MEDIA	GBL Photos/Posts									
RELATIONSHIP	Texts sent (specials, birthday offer, etc)									
ROI	New Members									
ROI	Monthly Revenue									

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