Souck

SELF-ASSESSMENT

DIGITAL READINESS SELF-ASSESSMENT

Where your business stands online, and what to fix first.

This self-assessment helps a small business owner see where the business stands online and what to fix first. It takes about fifteen minutes. Score each statement honestly: 0 for no, 1 for partly, 2 for yes.

HOW TO USE IT

Score each section, add up the totals, then read the guidance at the end. Repeat it every six months to see your progress.

BEING FOUND

STATEMENT	NO (0)	PARTLY (1)	YES (2)
My business appears in Google's map results for my main service and town.	☐	☐	☐
My Google Business Profile is complete, with photos, hours and services.	☐	☐	☐
My name, address and phone number match on every listing.	☐	☐	☐
I have reviews from the last three months.	☐	☐	☐
Section score (out of 8)			

WEBSITE

STATEMENT	NO (0)	PARTLY (1)	YES (2)
My website loads quickly and works well on a phone.	☐	☐	☐
Each main service has its own page.	☐	☐	☐
Visitors can call or request a quote from every page.	☐	☐	☐
I can update simple content myself, or someone does it for me promptly.	☐	☐	☐
Section score (out of 8)			

BRAND

STATEMENT	NO (0)	PARTLY (1)	YES (2)
My logo, colours and fonts are the same on my truck, website and quotes.	☐	☐	☐
I have a short written description of my business that I use everywhere.	☐	☐	☐
My team knows how to describe what we do and who we do it for.	☐	☐	☐
My photos show my real team and real jobs.	☐	☐	☐
Section score (out of 8)			

LEADS AND FOLLOW-UP

STATEMENT	NO (0)	PARTLY (1)	YES (2)
Every lead is recorded in one place.	☐	☐	☐
Quotes are followed up within two business days.	☐	☐	☐
I know how many leads become jobs each month.	☐	☐	☐
I know where my best jobs come from.	☐	☐	☐
Section score (out of 8)			

OPERATIONS

STATEMENT	NO (0)	PARTLY (1)	YES (2)
Quotes and invoices are sent from software, not written by hand.	☐	☐	☐
Customers can pay online.	☐	☐	☐
My crew gets job details on their phone.	☐	☐	☐
Routine reminders and follow-ups go out automatically.	☐	☐	☐
Section score (out of 8)			

MEASURING

STATEMENT	NO (0)	PARTLY (1)	YES (2)
I review leads, jobs and revenue at least monthly.	☐	☐	☐
I know what I spend on marketing and what it brings in.	☐	☐	☐
I check my website and Google listing statistics.	☐	☐	☐
I set a goal for the next 90 days and track it.	☐	☐	☐
	Section score (out of 8)		

YOUR RESULTS

AREA	SCORE (OUT OF 8)	PRIORITY (1 = FIRST)
Being found		
Website		
Brand		
Leads and follow-up		
Operations		
Measuring		
Total (out of 48)		

WHAT YOUR TOTAL MEANS

TOTAL	WHAT IT USUALLY MEANS	WHERE TO START
0 to 16	The basics are missing. Customers may struggle to find or trust the business online.	Google Business Profile, a simple mobile-friendly website and a way to record every lead.
17 to 32	The foundations are there but uneven. Some leads are probably slipping away.	Your two lowest-scoring areas. Fix one completely before starting the next.
33 to 48	A strong base. Gains now come from measuring and improving.	Monthly reporting, follow-up automation and growing the channels that bring your best jobs.

YOUR NEXT 90 DAYS

THE ONE AREA I WILL IMPROVE FIRST

WHAT 'DONE' LOOKS LIKE FOR IT

WHO IS RESPONSIBLE

TARGET DATE

WANT A SECOND OPINION?

A Souck business advisor can go through your results with you for free. Book at souckinc.com/book.