

Digital Visibility Audit

Check off what's true today. Target unchecked items next.



Habit 1: Claim & Maintain Your Google Business Profile (GBP)

- ☐ Profile claimed & verified on business.google.com
- ☐ Hours, phone, address, and website verified & up to date
- ☐ Primary business category and service areas completed (within ~50 miles)
- ☐ Description uses customer search terms (no jargon)
- ☐ Real photos uploaded within the last 6 months
- ☐ Complete services/products on your profile (helps AI & voice search find you)

Habit 2: Collect & Respond to Reviews

- ☐ Direct link sent to every customer for a review, every time
- ☐ All reviews responded to (acknowledge & fix negative ones)
- ☐ Zero incentives offered for reviews (avoids Google penalties)
- ☐ Fake/abusive reviews reported to Google & answered publicly

Habit 3: Post Regularly to Your GBP

- ☐ Posted within the last 30 days (minimum 1x/week recommended)
- ☐ Posts include a real photo and clear Call to Action
- ☐ Content is free of contact details/sales clutter (prevents rejection)

Habit 4: Show Your Expertise Upfront

- ☐ Top customer FAQs answered on website (cost, timeline, process)
- ☐ Process page explains how and why you work
- ☐ Real work photos featured across web, GBP, and social

Habit 5: Make Your Website Easy to Understand

- ☐ Homepage explains service, audience, & location in under 5 seconds
- ☐ Copy uses plain language (no clever taglines or jargon)
- ☐ Every page targets single idea with one clear Call to Action

Habit 6: Maintain Consistent NAP Data

- ☐ Exact business name matches across web, GBP, Yelp, & social
- ☐ Address format (e.g., "St." vs "Street") identical everywhere
- ☐ Phone numbers and operating hours identical across all platforms

DONE WITH THE CHECKLIST?

Flip over to score your business and map out your next steps.

Scoring and Next Steps

Step 1: Calculate Your Score

Count your total checked boxes from Page 1 (out of 22) and see where you stand:

- **18-22 Checked | Strong Foundation:** Focus on maintenance (posting, reviews, and quarterly accuracy checks).
- **10-17 Checked | Good Start, Real Gaps:** Focus on Habit 6 (NAP consistency) first – it carries heavy weight with search engines.
- **Under 10 Checked | Critical Priority:** Focus on Habit 1 first. A verified Google Business Profile is your highest-leverage move.

Step 2: Your Action Plan

Fill this out based on your unchecked boxes from the front.

Fix This Week:

-
-

Fix this month:

-

Step 3: Notes & Key Information

Use this space for account logins to locate, questions for your team, or ideas.

Ready to Elevate Your Digital Visibility?



Become the business Google & AI recommend. Get a comprehensive, done-for-you breakdown of your online presence. Scan the QR code for your free audit, or visit our website for additional resources and support.

Free Audit



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