

FREE RESOURCE

The 5-Point Marketing Audit

for busy business owners

A simple self-assessment to identify where your marketing is strong, where it's letting you down, and what to fix first.

15 MINUTES

5 AREAS

REAL CLARITY

How this works

Five areas. Four questions each. Score yourself honestly, not aspirationally. This isn't a test, and nobody else needs to see it.

For every question, mark Yes, Some, or No. At the end, count up your Yes answers out of 20 and turn to the last page to see what it means and what to do next.

Give it 15 minutes, in one sitting, with your actual website or profile open in front of you. Guessing defeats the purpose.

1 Positioning. Can a stranger tell what you do and who it's for.

2 Website. Is it bringing in enquiries or quietly losing them.

3 Content. Consistent enough to build trust over time.

4 Visibility. Do people actually find you when they search.

5 Conversion. Clear next steps once someone reaches out.

1

Positioning

If someone can't tell what you do, who it's for, and why you're different within a few seconds, they won't stop to work it out. Positioning isn't a clever tagline. It's whether a stranger understands you immediately.

A stranger could explain what you do and who it's for after 10 seconds on your website or profile.

YES ☐ SOME ☐ NO ☐

You could say in one sentence why someone should choose you over the next business in the search results.

YES ☐ SOME ☐ NO ☐

Your website headline talks about the customer's problem, not just your company name and services.

YES ☐ SOME ☐ NO ☐

Your team would all describe your ideal client the same way, without checking with each other first.

YES ☐ SOME ☐ NO ☐

2

Website

Your website is either bringing in enquiries or quietly costing you them. Most businesses never notice the difference, because they never look at it the way a stranger does.

Your website loads properly and looks right on a phone, not just a desktop screen.

YES	SOME	NO
☐	☐	☐

Someone can find your phone number, service area, and how to enquire within one screen, no scrolling.

YES	SOME	NO
☐	☐	☐

Your site has been updated (photos, services, testimonials) in the last six months.

YES	SOME	NO
☐	☐	☐

You know roughly how many people visit your website each month, and where they come from.

YES	SOME	NO
☐	☐	☐



Content

Content is one of the highest-value things a business can do for its marketing, and the first thing to stop when things get busy. Consistency, not cleverness, is what actually builds trust over time.

You've posted or published something (social, email, blog) in the last two weeks.

YES	SOME	NO
☐	☐	☐

Your last five posts would still make sense to someone who has never heard of your business.

YES	SOME	NO
☐	☐	☐

You have a rough plan for what you're posting next month, not just what you'll post today.

YES	SOME	NO
☐	☐	☐

At least one piece of content in the last quarter led to an actual enquiry or conversation.

YES	SOME	NO
☐	☐	☐

4

Visibility

Most people search for a business like yours online every day. If you're not showing up clearly in that search, someone else is getting the job instead.

Your Google Business Profile is claimed, current, and has the right hours and service area.

YES ☐ SOME ☐ NO ☐

You appear on the first page when you search your own trade plus your suburb or city.

YES ☐ SOME ☐ NO ☐

You have more than 10 Google reviews, and you've asked a happy client for one in the last month.

YES ☐ SOME ☐ NO ☐

You know what people actually type into Google before they find you.

YES ☐ SOME ☐ NO ☐

5

Conversion

Traffic isn't the problem for most of the businesses I work with. Unclear next steps are. Getting the enquiry is only half the job. What happens in the next 24 hours decides the other half.

Every page of your website makes it obvious what to do next: call, message, or book.

YES SOME NO
☐ ☐ ☐

You respond to new enquiries within a few hours, not a few days.

YES SOME NO
☐ ☐ ☐

You have a simple, repeatable process for following up on a quote, rather than leaving it to memory.

YES SOME NO
☐ ☐ ☐

Asking happy clients for referrals or reviews is a normal part of finishing a job, not an afterthought.

YES SOME NO
☐ ☐ ☐

YOUR RESULTS

Add up your Yes answers

Out of 20 total, across all five areas.

16-20

A strong foundation. The work now is refining and scaling what's already working, not fixing what's broken.

10-15

Real gaps, but a clear starting point. Usually one or two of the five areas are quietly costing you the rest.

0-9

Worth a proper conversation before spending another dollar on marketing. Fixing the foundation first will make everything after it work harder.

Want a second pair of eyes on this?

I go through audits like this with business owners every week. Book a free 20-minute strategy call and I'll help you turn what you've just found into an actual plan, not just a list of problems.

Book a free strategy call → jo-bloom.com