TURNBOW ANALYTICS · FREE CHECKLIST

The 5-Minute Front Door Check

Most local businesses and nonprofits pay for attention one way or another: ads, a listing, a sign, a referral they earned the hard way. This checklist looks at what happens after someone notices you. Grab your phone, pull up your own website and your Google Business Profile, and pretend you're someone who needs help today. Give yourself a check for each yes.

Part 1: The first impression (about 3 minutes)

- [ ] **1. Does the page match what brought them there?**
  Search for your main service the way a customer would, then click through. If the listing promised "same-day AC repair," does the page say that near the top, or does it open with your company history?
- [ ] **2. Can they see that people like you?**
  Your Google rating and a few real reviews belong on your website, near the top. Is the rating on your Google Business Profile, and are recent reviews getting a reply?
- [ ] **3. Can they reach you without scrolling?**
  On a phone, can someone tap to call, book or message on the first screen? If the button is three screens down, some will call the next business on the list.

Part 2: What happens after they reach out (about 2 minutes)

- [ ] **4. Does a new inquiry get a reply the same business day?**
  Send yourself a test through your own contact form or booking page. Note how long the reply takes, and whether anyone saw it at all.
- [ ] **5. Does every lead land in one place?**
  Calls, web forms, Facebook and Google messages tend to scatter. If you can't say where today's leads are without checking four apps, some are likely slipping through.
- [ ] **6. Do you know where your customers come from?**
  Pick your last ten. Can you say which found you through Google, an ad, a referral or a repeat visit? If the answer comes from memory rather than a record, it's hard to know which marketing dollars are working.
- [ ] **7. Is there a follow-up for people who didn't book?**
  Someone asked for a quote last week and went quiet. Does anyone, or anything, check back with them?

How did you do?

- **6–7:** You're in good shape. Spot-check again in a few months.
- **3–5:** Some leaks worth fixing, and the first few fixes are often the cheapest.
- **0–2:** Plenty of room. These are fixable problems, not a reason to spend more on ads.

> Items 1–3 are usually quick fixes you or your web person can handle. Items 4–7 are where I spend most of my time. If you'd like a second set of eyes, I start with a **$750 Data Readiness Review**: a 60 to 90 minute working session, then a short written plan ranked by payoff and effort. Go ahead with a build within 60 days and the full $750 comes off the price. If you don't, you keep the plan.

Dugan Turnbow · Turnbow Analytics · Harker Heights, TX · turnbowanalytics.com/check