Free Audit Checklist

Capture

Yes No

- ☐ ☐ Does website have a text-enabled phone number?
- ☐ ☐ Does website have an SMS chat widget?
- ☐ ☐ Does business have missed-call text-back in place?
- ☐ ☐ Is the business tracking/recording calls?
- ☐ ☐ Is Google Business Chat enabled?
- ☐ ☐ Is there a Call-To-Action popup form on the site?
- ☐ ☐ Are popular listings in order?
- ☐ ☐ Does business have a Socal Links page?
- ☐ ☐ Does business have Text/DM Code Word Campaign in social bio?

Nurture & Close

Yes No

- ☐ ☐ Does business have a consolidated conversation stream? Is it mobile friendly?
- ☐ ☐ Is the business set up to send personalized video messages to leads?
- ☐ ☐ Is business consistently posting across FB/Insta/LinkedIn/Google/Twitter?
- ☐ ☐ Is business running ads? If so, do they have automated lead nurture in place?
- ☐ ☐ Is business auto-replying to their FAQs?
- ☐ ☐ Can business quickly text someone an invoice with Apple/Google pay?

Evangelize

Yes   No

- ☐   ☐   Does business have acceptable amount of Google/Facebook reviews?
- ☐   ☐   Are reviews being generated frequently?
- ☐   ☐   Are reviews being replied to?
- ☐   ☐   Does business have a system in place for requesting reviews?

Reactivate

Yes   No

- ☐   ☐   Is business consistently sending bulk email/sms?
- ☐   ☐   Does business have a database of emails?
- ☐   ☐   Does business have a database of phone numbers?
- ☐   ☐   Does business have a way to send bulk email/sms?