

THE CONSISTENT GROWTH AUDIT

See where customers are slipping away.

From first search to booked customer

Get a free seven-point review of how your business gets found, builds trust, captures enquiries and follows them up. We'll identify the clearest gap and show you the first practical fix.

How to use this worksheet

- 1 Answer all seven questions based on what happens now - not what is planned.
- 2 Score Yes, clearly = 0; Partly / unsure = 1; No = 2.
- 3 Add the seven points on page 4, then convert them into your Growth Score.
- 4 Choose the first action supported by real customer or commercial evidence.

YOUR DETAILS

Business: _____ Date: _____

Website / public profile: _____

Be found. Build trust. Make the next step clear.

1. Visibility

Can the right customer find your business when they search for the service you provide?

Check service and location language across your website, Google profile and page titles.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

2. Trust

Do your Google profile, reviews and business details look current and cared for?

Check business facts, recent review responses and useful profile information.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

3. Website clarity

Can a new visitor understand what you do, who you help and why they should trust you within ten seconds?

Check the first screen for a plain-English promise and a relevant trust signal.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

4. Enquiry path

Is there one obvious way to enquire on every important page, including on a phone?

Test the full enquiry path on mobile, including forms, links and confirmation steps.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

Respond, follow up and learn what becomes booked work.

5. Response

Does every suitable enquiry receive a useful first response within a clear business timeframe?

Check actual response times and whether the first reply helps the customer take the next step.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

6. Follow-up

Is there a defined, respectful follow-up when a suitable lead goes quiet?

Check timing, usefulness, consent and the point where contact stops.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

7. Conversion and retention

Can you see which enquiries become booked work and what happens after delivery?

Check source, stage, outcome, feedback, review permission and the next suitable customer step.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: _____

Important

This is a self-assessment, not proof of lost enquiries, rankings, sales or revenue. Check your answers against real enquiries, response times and outcomes.

Get your Growth Score

TOTAL FRICTION POINTS: _____ / 14

GROWTH SCORE: $100 - ((\text{POINTS} / 14) \times 100)$, ROUNDED = _____ / 100

What the score means

80-100

Strong foundations

60-79

A few growth gaps

35-59

Several customer-journey gaps

0-34

Priority gaps to fix

Your first practical action

Highest-scoring category: _____

Evidence to check: _____

First action: _____

Owner: _____ Review date: _____

Expected customer improvement: _____

Get my Growth Score

Use the private online version:

consistentmarketing.com.au/growth-audit?ref=worksheet-download

Human next step: Review my results with Daniel

The online self-assessment stores no answers. Contact uses a reviewed email draft; nothing sends automatically.