

Digital Presence Audit

Score Your Business Across 5 Digital Channels — Find Your Biggest Growth Lever

2026 EDITION

Channel 1: Google Presence (0–20 points)

- ✓ ___/4 Google Business Profile: complete, with 10+ photos and 10+ reviews
- ✓ ___/4 Website: loads under 3s, mobile-responsive, has clear CTAs
- ✓ ___/4 Local SEO: suburb-specific pages, NAP consistent across web
- ✓ ___/4 Google Ads: running with conversion tracking (or organic strong enough)
- ✓ ___/4 Content: blog updated monthly with locally-relevant topics

Channel 2: Social Media (0–20 points)

- ✓ ___/4 LinkedIn: Company page active, posting 2x/week minimum
- ✓ ___/4 Facebook: Business page complete with reviews and regular posts
- ✓ ___/4 Instagram: Visual portfolio of work, consistent posting cadence
- ✓ ___/4 Content strategy: clear voice, target audience defined
- ✓ ___/4 Engagement: responding to comments and DMs within 24h

Channel 3: Email Marketing (0–20 points)

- ✓ ___/4 Email list exists and is growing (lead magnets on website)
- ✓ ___/4 Welcome sequence: new subscribers get a nurture sequence
- ✓ ___/4 Monthly newsletter sent consistently
- ✓ ___/4 Email metrics tracked: open rate >25%, click rate >3%
- ✓ ___/4 Unsubscribe rate monitored: should be under 0.5%

Channel 4: Reviews & Reputation (0–20 points)

- ✓ ___/4 Google reviews: 20+ reviews with average 4.5+
- ✓ ___/4 Review response rate: respond to 100% of reviews

- ✓ ___/4 Industry directories: listed on Clutch, True Local, SEEK Business
- ✓ ___/4 Case studies: 3+ written case studies with outcomes on website
- ✓ ___/4 Testimonials: video testimonials from clients (highest trust)

Your Score

- ✓ 65-80: Strong digital presence — focus on conversion optimisation
- ✓ 45-64: Solid foundation — plug 2-3 gaps to accelerate growth
- ✓ 25-44: Growth opportunity — prioritise Google presence and email list
- ✓ 0-24: Starting point — partner with a digital agency for rapid lift

NEXT STEP

Ganda Tech Services offers a comprehensive Digital Presence Audit — 90 minutes with a written report and 90-day action plan.

→ [Book your audit at g-t-s.com.au](https://g-t-s.com.au)

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