

LOCAL BUSINESS DIGITAL READINESS SCORECARD

A practical review for Central Valley websites, marketing, lead capture, and follow-up

SCORE: 0 MISSING | 1 PARTIAL | 2 READY

TOTAL SCORE: _____ / 60

01 OFFER AND CUSTOMER CLARITY

- 1 A visitor can identify what the business does quickly. 0 1 2
- 2 The website explains who the service is for. 0 1 2
- 3 The real service area is clear. 0 1 2
- 4 Each core service has a useful explanation. 0 1 2
- 5 The next step matches how customers prefer to buy. 0 1 2

SECTION: ____ / 10

02 WEBSITE AND MOBILE EXPERIENCE

- 6 Important pages work well on a phone. 0 1 2
- 7 The site loads without a long blank screen or delay. 0 1 2
- 8 Navigation uses familiar, descriptive labels. 0 1 2
- 9 Calls to action are visible without feeling repetitive. 0 1 2
- 10 Every form and contact method has been tested. 0 1 2

SECTION: ____ / 10

03 TRUST AND LOCAL PRESENCE

- 11 Business details are accurate wherever customers look. 0 1 2
- 12 The Google Business Profile reflects the current business. 0 1 2
- 13 The website includes verifiable trust signals. 0 1 2
- 14 Photos and video represent the actual business. 0 1 2
- 15 The website explains who is behind the business. 0 1 2

SECTION: ____ / 10

04 SEARCH AND MEASUREMENT FOUNDATION

- 16 Every important page has one clear search purpose. 0 1 2
- 17 Page titles and descriptions accurately describe the page. 0 1 2
- 18 Search engines can discover the intended pages. 0 1 2
- 19 Analytics and Search Console are connected and reviewed. 0 1 2
- 20 Calls, forms, bookings, or other useful actions are measured. 0 1 2

SECTION: ____ / 10

05 ADVERTISING AND CONTENT READINESS

- 21 The offer is specific enough for an ad. 0 1 2
- 22 Paid traffic has a focused destination. 0 1 2
- 23 The business has a repeatable source of useful creative. 0 1 2
- 24 Campaign attribution is understandable. 0 1 2
- 25 Campaigns are reviewed using inquiries and lead quality. 0 1 2

SECTION: ____ / 10

06 LEAD HANDLING AND BUSINESS SYSTEMS

- 26 Every inquiry has a clear destination and owner. 0 1 2
- 27 The team knows the next stage for each active lead. 0 1 2
- 28 Acknowledgements and reminders support follow-up. 0 1 2
- 29 Customer information is collected intentionally. 0 1 2
- 30 The system shows where leads slow down or get lost. 0 1 2

SECTION: ____ / 10

0-20

Repair the foundation

21-40

Connect the important pieces

41-52

Strengthen consistency

53-60

Improve with evidence

Planning tool only. A score does not guarantee leads, rankings, or revenue.

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