

# 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 Social 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?

