



The

EC BUSINESS INSPECTOR AUDIT

How are you and your business showing up?
 How well positioned are you to bounce-back post lockdown?
 What's missing? What needs to be implemented?

If you're unsure about any element below or need help, just contact your EC Licenced Coach.

WEBSITE

- Is it clear what you do in 7 seconds?
- Is the contact info easy to see and act on?
- Is the overall design and layout easy to follow?
- Awards/Accreditations - logos on display?
- Category of One on the website
- Does the website have personality?
- Does the website show real people and real photos?
- Does it have real reviews and testimonials?
- Lead magnet with opt-in forms?
- Effective Calls-To-Action
- Video on home page
- Mobile Responsive
- Landing pages for specific services/products?
- Live chat live and working?
- Blog with a post in the last 3 months?
- Knowledge Centre (TAYA)

Score: / 16

FINDING YOU ONLINE

- Active Google Ads
- Google remarketing in place?
- YouTube channel (videos last 12 months)
- Instagram (posted in last 3 months)
- Twitter (posted in last 3 months)

Key phrases/ Keywords	Page 1 of Google	
	YES	NO
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>

Score: / 10

FACEBOOK

- Facebook Business Page
- Professional page banner
- Professional profile photo
- Info. About us section completed
- Reviews on Facebook & Reponses
- Recent posts
- Using Many Chat or Automated message
- Facebook Live

Score: / 9

LINKEDIN

- Profile
- Background image cover
- Professional looking photo
- Good Headline
- Summary
- Key Skills
- Projects/case studies
- Recommendations
- Positions, career history
- Recent posts /content

Score: / 10

GOOGLE MY BUSINESS

- Local Pack (top three position)
- Reviews
- Description
- Posts
- Photos
- Q&A

Score: / 6

MARKETING MATERIAL

- Flyers (offer, deadline, call to action)
- Business Cards (photo, call to action, category of one)
- Brochure (category of one, real pictures, benefits)
- Direct Mail (offer, deadline, call to action) coloured envelopes
- Adverts (offer, deadline, call to action)

Score: / 5

YOUR SCORE

Tot up your scores in each section to get your Business Inspection score.

SECTION	SCORE
Website	/16
Google My Business	/6
Finding you online	/10
Facebook	/9
LinkedIn	/10
Marketing Material	/5
Overall - /56