



The 15-Minute Marketing Checkup

15 Things Every Service-Based Business Should Check Online

Your Website

- Is it *immediately* clear what you do?
- Does your homepage say *who you serve*?
- Is your phone number/contact button *easy to find*?
- Does every major service have its own page?
- Do you have a clear call-to-action?

Google & Search Visibility

- Is your Google Business Profile completely filled out?
- Have you added *recent photos*?
- Are you consistently receiving *Google reviews*?
- Does your website use the words your customers *actually search*?
- Is your business information *consistent online*?



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Social Media

- Are your profiles *completely filled out*?
- Does your bio clearly explain what you offer?
- Are you posting consistently?
- Do your posts *lead people somewhere*—your website, inquiry form, phone, etc.?

Lead Follow-Up

- Do you have an easy way for visitors to contact you?
- Do you *follow up* with inquiries?
- Are you collecting emails from potential customers who aren't ready to hire you yet?

What's Your Score?

- **0–5 checked:** Your online presence needs some attention.
- **6–10 checked:** You're on the right track, but there are opportunities you're probably missing.
- **11–15 checked:** Great foundation! Now focus on improving what you're already doing.

Want someone to help you figure out what to start with first?

Quill & Sparrow helps service-based businesses improve their websites, content, advertising, email marketing, and online presence—*with creativity at the center.*

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