

FREE SELF-ASSESSMENT

The Small Business *Digital Readiness Checklist.*

A simple, plain-language self-check to see where your business is strong online, where it's missing, and what to fix first. **Twenty questions across four areas.** No jargon. No judgment. Just an honest look at how your business shows up.

How to use this checklist

Sit down with a cup of coffee and go through it once, honestly. Check the box only if it's a clear yes. Don't worry about the unchecked boxes — that's the point. The pattern tells you exactly where to start.

01 Your Business Is Set Up Right

The foundation everything else stands on.

- My business is formally registered (LLC, sole proprietorship, or other legal structure).
- I have an EIN (Employer Identification Number) for taxes and banking.
- I have a business bank account separate from my personal accounts.
- I know what I charge, why I charge it, and I'm comfortable saying it out loud.
- I can describe what my business does in one sentence — and the person I'm telling actually gets it.

02 Your Website Works for You

Most customers check your site before they ever call.

- I have a website (not just a social media page).
- My website tells visitors what I do within the first five seconds of landing on it.
- My website looks just as good on a phone as it does on a computer.
- There's a clear way to contact me or book a service from any page.
- The photos and writing on my site reflect the actual quality of my work.

03 You Show Up Where People Look

If they can't find you, they can't choose you.

- My business shows up when someone Googles my name plus my city or service.
- I have a Google Business Profile that's claimed, updated, and has recent photos.
- I have at least one social media account that's active — not posted to once last year.
- The way I look on social matches the way I look on my website (same photo, same vibe, same name).
- I have customer reviews — and I've actually responded to a few of them.

04 You Have a System, Not Just Hustle

Hustle gets you started. Systems keep you going.

- I have a way for people to contact me that I check every day (and reply to within 24 hours).
- I keep a list of past customers and can reach out to them when I want to.
- I have a logo and a few brand colors I use consistently across everything.
- I know who my ideal customer is — not just "everyone."
- I have a way to take payments that feels professional (not just Venmo with no record).

Where Do You Stand?

17–20 boxes checked

READY TO GROW

12–16 boxes checked

SOLID, A FEW GAPS

7–11 boxes checked

FOUNDATIONS NEEDED

0–6 boxes checked

START AT THE BEGINNING

NEXT STEP

Not sure where to start? Let's talk.

Book a free 15-minute consultation. No pitch, no jargon — just a conversation about what you're building and where the biggest wins are hiding.

[BOOK YOUR FREE CONSULTATION](#)