

# THE WA SMALL BUSINESS ONLINE AUDIT CHECKLIST

*Score your online presence in 15 minutes. 47 checkpoints. Your number on a page.*

47 yes/no checks across 4 layers

A score out of 100

What to fix first based on your weakest layer

Built by Swan Ops · [swanops.com.au](http://swanops.com.au) · [hello@swanops.com.au](mailto:hello@swanops.com.au)

Servicing Perth metro + Bunbury and the South West

*Properly built. Properly looked after.*

# Why this matters

Most WA owners don't have a marketing problem. They have a leak problem.

The website is fine. The Google profile is half-built. The ads (if they're running) aren't tracked. Leads land in a personal Gmail. Everyone's busy.

Nothing's broken — but customers slip through every week. Most owners don't track it. They just feel it.

This checklist is the cheapest, fastest way to find where the leak actually is.

*Whether you're a Joondalup plumber, a Fremantle café, a Mandurah dentist, an Albany solicitor, or a Margaret River accountant — same four layers, same patterns.*

## How to use

1. Print it, or open on your phone.
2. Work through all 47 questions. Tick yes or no.
3. Be honest — the score is more useful than the answers.
4. Add up your section scores. Total at the end.
5. Read "What your score means" on page 7.
6. Pick your weakest layer and fix that first.

Most owners take 12–15 minutes. Section 4 (lead follow-up) is the one most people score lowest on.

## The four layers

- Layer 1 — Your website (16 points)
- Layer 2 — Google Business Profile (12 points)
- Layer 3 — Your paid ads (9 points)
- Layer 4 — Your lead follow-up (10 points)

## SECTION 1

# Your website

Most owners over-rate their site. They look at it on desktop, on good wifi, after a coffee. Your customers see it on a four-year-old phone, on patchy reception, between two other jobs.

### 1. Speed & mobile

- ☐ **1a. Loads in under 3 seconds on mobile.** Test free at [pagespeed.web.dev](https://pagespeed.web.dev).
- ☐ **1b. No layout shift while loading.** Buttons shouldn't move as the page loads.
- ☐ **1c. Phone number is tappable (opens dialler).** Tap on your phone — if it just selects text, fix it.
- ☐ **1d. Address opens Google Maps with directions.** Tap your address — should drop into Maps with route.
- ☐ **1e. Forms work on mobile without zoom.** Tap each field — no pinch required.

### 2. Trust signals

- ☐ **2a. Real photos of your team or work (not stock).** Stock photo = "I don't trust this business."
- ☐ **2b. Visible WA address or service area.** "Servicing Perth & northern suburbs" is enough.
- ☐ **2c. ABN visible somewhere.** Footer, About page, contact — anywhere.
- ☐ **2d. Reviews or testimonials with full names.** "John D." reads fake; "John Davies, Booragoon" reads real.
- ☐ **2e. Clear "About" page with a face.** Most-skipped page on small business sites.

### 3. Clarity

- ☐ **3a. The 5-second test.** Show your homepage for 5 sec. Can a stranger say what you do, where, and what to do next?
- ☐ **3b. Service pages aren't a wall of jargon.** Read it out loud. Wouldn't say it in person? Don't put it on the page.
- ☐ **3c. Pricing or "from \$" on at least one page.** Filters out wrong customers; pre-qualifies right ones.
- ☐ **3d. One clear primary next step per page.** Book / Call / Quote. Not three at once.
- ☐ **3e. A 24/7 way to enquire (form, chat, callback).** 9pm Sunday enquiries = real money for tradies.

### 4. Maintenance

- ☐ **4a. Secure connection on (HTTPS).** URL starts with <https://> — little padlock in browser. Free with most hosts.

SECTION 1 SCORE: \_\_\_\_ / 16

## SECTION 2

# Google Business Profile

This is the single biggest leak we find in WA. A half-finished profile loses more local jobs than a slow website.

### 1. The basics

- ☐ **1a. Business name matches your signage and website exactly.** "Joe's Plumbing" ≠ "Joe Plumbing Co." — Google reads these as separate businesses.
- ☐ **1b. All service areas listed (not just one suburb).** Add every suburb you genuinely serve.
- ☐ **1c. Categories set correctly.** Primary + 2–3 secondary (e.g. Plumber + Hot water system supplier + Drainage service).
- ☐ **1d. Hours accurate — including WA public holidays.** ANZAC Day, Foundation Day, Boxing Day — most-missed slip.

### 2. The signals

- ☐ **2a. 10+ photos uploaded.** Work, premises, team, vehicles. Phone photos > stock > nothing.
- ☐ **2b. Posting at least once a month.** Offers, project updates, "booking February now".
- ☐ **2c. 25+ reviews total.** Below 25 you look new. Above 25 you look established.
- ☐ **2d. Average rating 4.4+.** Below 4.4, customers wonder. Above 4.5, you're in the trust band.

### 3. The activity

- ☐ **3a. You respond to every review within 7 days.** Good ones: short thanks, name them. Bad ones: stay calm, take offline.
- ☐ **3b. Services list filled in with descriptions.** Adds keywords Google can rank you for.
- ☐ **3c. Q&A section has 3+ questions answered.** You can answer your own. Use your most-asked FAQs.
- ☐ **3d. Website link points to a working page.** Tap it on your phone. If it 404s, today's fix.

SECTION 2 SCORE: \_\_\_\_ / 12

## SECTION 3

# Your paid ads

Not running ads? Give yourself 0 and skip to Section 4. (Most WA service businesses get more from a finished Google Business Profile than from paid traffic.)

If you are running ads:

### 1. Tracking

- ☐ **1a. Google Ads conversion tracking installed.** "Clicks" is not a conversion. Form submits, calls, bookings are.
- ☐ **1b. Meta Pixel installed (if running FB/IG ads).** Without Pixel + Conversions API, Meta optimises against clicks not customers.
- ☐ **1c. Phone calls from ads tracked separately.** Set up call tracking — otherwise you can't tell which keyword paid for the \$2k job.
- ☐ **1d. You can name your cost per qualified lead (not per click).** If you can't say it in 5 seconds, your reporting isn't set up.

### 2. Targeting

- ☐ **2a. Ads point to a dedicated landing page (not homepage).** Suburb + service-specific page converts 2–3× better.
- ☐ **2b. Negative keywords list in place.** Block "DIY", "jobs", "wages", "free" — keep your budget for buyers.
- ☐ **2c. Geo-targeting matches your actual service area.** Defaults are wide. Recheck monthly.

### 3. Maintenance

- ☐ **3a. At least 2 ad variants running per campaign.** Without variants, you can't tell what's working.
- ☐ **3b. Search terms report checked in the last 30 days.** This shows the actual queries Google matched you against.

SECTION 3 SCORE: \_\_\_\_ / 9

## SECTION 4

# Your lead follow-up

This is the audit nobody wants to do. It also hides more revenue than the other three layers combined.

### 1. Reply speed

- **1a. Every web enquiry replied to within 60 minutes (business hours).** Personal or auto-acknowledgement — anything in an hour.
- **1b. Missed calls trigger an automatic text-back.** "Thanks for calling, we'll ring back in X mins — or reply here".
- **1c. Quotes get a follow-up if not accepted within 48 hours.** "Did the quote arrive OK? Any questions?" — wins 20–30% more borderlines.

### 2. On the day

- **2a. Customers get a "we're on the way" message before arrival.** Tradies: on-route text. Cafés: table-ready. Health: appointment reminder.

### 3. After the job

- **3a. You ask for a review within 24 hours of completion.** Wait 3 weeks and the moment's gone. One text, direct link, named customer.

### 4. Systems

- **4a. Customer details stored somewhere searchable.** Name, phone, email, suburb, job type. CRM > spreadsheet > notebook > "in my email".
- **4b. You can answer "how many leads last month?" in under 30 seconds.** If you can't, you can't manage them.
- **4c. Past customers get at least one contact a year.** Cheapest leads you'll ever buy.
- **4d. Online enquiries don't get lost in personal email inboxes.** "Forwards to my Gmail with 12,000 unread" = leak.

### 5. Ownership

- **5a. Someone owns lead follow-up — not "everyone, nobody".** If 3 people could pick up a lead, none of them will.

**SECTION 4 SCORE: \_\_\_\_ / 10**

**Add your four sections together:**

- Section 1 (Website): \_\_\_\_ / 16
- Section 2 (Google Profile): \_\_\_\_ / 12
- Section 3 (Ads): \_\_\_\_ / 9
- Section 4 (Follow-up): \_\_\_\_ / 10

**Total: \_\_\_\_ / 47**

**Out of 100 (multiply by 2.13): \_\_\_\_**

# What your score means

## 80–100 — Tight ship

The leak is somewhere small — usually search-engine setup, tracking, or competitor positioning. A Look-See will find it.

## 60–79 — Solid bones

You've got the fundamentals right. Targeted fixes move the needle fast — usually 2–3 specific items unlock the next jump.

## 40–59 — Where most WA owners sit

Don't try to fix all 47. Fix the top 5 items in your weakest layer. You'll feel it within 60 days.

## Under 40 — Heavy leakage

Don't patch — diagnose first. Fixing items in the wrong order often makes it worse. This is when a proper audit pays for itself fast.

### Next best action by weak layer

- Website weakest? → Start with mobile speed + one clear next step per page.
- Google Profile weakest? → Fill it in this weekend: photos, hours, services, 5 reviews to start.
- Ads weakest? → Install conversion tracking before spending another dollar.
- Follow-up weakest? → Set up missed-call text-back today. 60-min reply rule this week.

### The WA shortcut

From auditing 100+ WA small businesses, this order moves the needle fastest:

1. Google Business Profile (a weekend)
2. Lead follow-up basics (a fortnight)
3. Website mobile + clarity (a month)
4. Reviews system (set once, pays for years)
5. Ads tracking (only if already running ads)

*Everything else is polish.*

# Want a proper diagnosis?

Self-audits are a great starting point. They're not a substitute for someone looking at your business with fresh eyes.

**The Look-See Audit is what we offer.**

## What you get

- Full audit of your website, Google profile, ads (if any), and lead path — including the bits you can't see from inside (technical search-engine setup, competitor positioning, lead path bottlenecks).
- Written PDF report with priorities scored 1–10.
- 30-minute walk-through call to explain it.
- A 90-day roadmap of what to fix first, second, third.

## The offer

\$400 one-off.

50% credited if you continue with Swan Ops within 60 days.

## The first step

A free 15-minute yarn. No pitch. We tell you straight if a Look-See makes sense for your business — or if you've already got what you need.

→ [swanops.com.au/#cta](https://swanops.com.au/#cta)

→ [hello@swanops.com.au](mailto:hello@swanops.com.au)

*Built in Perth, for Western Australian small business owners who'd rather focus on the actual work.*

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