



# The REAL Marketing Foundations Checklist

What's Blocking Your Enquiries?  
Uncover the Problem in 10 Minutes



**LAZULEYE**  
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# The REAL Marketing Foundations Checklist

Simple, strategic essentials many local businesses skip – this checklist shows you exactly what needs your attention.

## What if the gap between your current enquiries and fully booked isn't your service – it's your visibility?

Most small businesses don't struggle because they're bad at what they do.

They struggle because no one can *find* them.

This checklist reveals the 5 digital foundations that determine whether ideal clients find you, trust you, and choose you – or move onto someone else.

### What This Checklist Covers

Every local business needs these 5 essentials working – not perfectly, but strategically. If even 1 is weak or out of sync, it can block enquiries and slow your growth.

In this quick self-diagnostic, you'll assess:



Your **Website** – is it working like a digital front desk, guiding people in... or turning them away at the door?



Your **Google profile** – is it giving a trustworthy first impression... or sending people onto someone else?



Your **Local Visibility** – is it building a clear path that leads ideal clients to your door... or are they finding your competition first?



Your **Messaging** – is it speaking to the real problems and decision points of your ideal client... or just describing what you do?



Your **Content** – is it keeping you top-of-mind and building trust... or just ticking content boxes with little return?

This isn't a test – it's a clarity tool.

And if you spot a gap, you've just uncovered your next best move.

Each of the sections below is a client-winning building block. Score yourself honestly – and jot down any action points as you go.



## Section 1: Your Website Is it Welcoming or Turning People Away?

Think of your website as your business's digital front desk.

It's where potential clients first arrive - looking for clarity, trust, and a next step. But if no one's there to greet them, answer questions, or show them where to go... they'll simply walk back out of the door.

### Checklist:

- Visitors can tell what I do, who I help, and where I'm based within 5 seconds
- I have a clear, benefit-focused headline - not just a clever slogan
- There's one obvious call-to-action (e.g. "Book Now" / "Join our...")
- The site loads quickly and looks great on mobile
- My contact info is visible without having to click around
- I've updated my site in the last 12 months - content, layout, or both

**Your Website Score: \_ / 6**

5 - 6 boxes: Your website's working well - minor tweaks only

3 - 4 boxes: There are gaps costing you enquiries

0 - 2 boxes: This is likely your biggest conversion leak

### Quick Insight

If you've left a few boxes unchecked, your website might be making people hesitate or even click away before you get a chance to help them.

When someone walks out of your physical front door without booking, you notice. You see it happen. You can ask what went wrong.

But online, they just disappear. No explanation. No second chance.

That's what the **Website Conversion Audit** reveals: where visitors are walking in, getting confused, and walking back out - so you can fix the exact moment they're leaving, not just guess at it.



## Section 2: Your Google Listing Is it Helping People Choose You?

Before someone clicks your website or messages your page, they're likely Googling your name - or your service in their area.

What they see in that moment is their first impression of you.

Your Google Business Profile is your live local listing - and it can either make you look professional, active, and trustworthy or leave people feeling unsure.

### Checklist:

- I've claimed and fully completed my Google Business Profile
- My contact details, business hours, and description are accurate
- I've uploaded at least 5 photos that reflect my service
- I've posted an update or offer in the last 30 days
- I have at least 5 real reviews and I've responded to them

### Your Google Profile Score: \_ / 5

5 boxes: Your profile is working hard for you

3 - 4 boxes: You're losing trust with potential clients

0 - 2 boxes: Your listing is pushing people toward competitors

### Quick Insight

Even if you've "got a listing", it doesn't mean it's working for you.

Think about it: if your physical shop front was faded, your opening hours were wrong, and no one had left a review in months - you'd fix it immediately.

But online, these things sit broken for months without you realising.

The **Google Profile Trust Audit** is like a mystery shopper report for your online storefront - showing you exactly what first-time searchers see when they find you, and whether it's making them choose you or scroll past.



## Section 3: Your Local SEO Visibility Are People Actually Finding You Online?

Having a website and Google listing is a great start – but if no one’s finding you when they search, they can’t choose you.

That’s where local SEO comes in: it’s how your business shows up in the right place, at the right time, for the right people.

Think of it like a digital trail of signposts – each one helping your ideal client find their way to your door.

### Checklist:

- I appear in Google Maps when people search “[my service] near me”
- My website mentions my location in key places
- My business details (name, address, phone) are consistent across all online listings
- I’ve submitted my business to key local directories (free or niche-specific)
- I’ve checked my site or listing show up when I Google my own service area

### Your Local Visibility Score: \_ / 5

5 boxes: You’re easy to find – well done

3 – 4 boxes: Some signposts are missing

0 – 2 boxes: You’re effectively invisible to local searchers

### Quick Insight

If you’re not showing up when and where people are looking, your dream clients might not even know you exist – no matter how good your service is.

Imagine if your physical business had no signage, no listings in local directories, and wasn’t on any maps. That’s what poor local SEO feels like.

The **Local Discovery Audit** maps every signpost (or lack of one) leading to your business online – so you know if you’re easy to find, or if you’ve accidentally made yourself invisible.



## Section 4: Your Messaging

### Are You Speaking Directly to the Right Clients in the Right Way?

Your messaging is your business's voice.

It's what turns strangers into clients - by showing them you understand what they're going through, and that you offer exactly what they need.

But if your messaging is too broad, vague, or polished, it can end up sounding like background noise. And the people who need you most, may never realise you're speaking to them.

#### Checklist:

- I know exactly who my ideal client is - beyond just demographics
- My website and social content reflect the problems they're actually thinking about
- My services are described in outcomes, not just tasks or features
- I've avoided buzzwords and industry jargon - I use real-life language
- My message feels specific and human - not safe or generic

#### Your Messaging Score: \_ / 5

5 boxes: Your messaging is landing with the right people

3 - 4 boxes: Your message is a bit too broad

0 - 2 boxes: You're blending into the background

#### Quick Insight

If you've kept your messaging broad to avoid turning people off - you've created a different problem: no one notices you at all.

Specificity doesn't repel your ideal client - it helps them feel seen.

The **Message Clarity Audit** decodes how your current messaging lands - so you can find out what's clicking, what's confusing, and whether you're truly speaking to the people you want to work with.



## Section 5: Your Content Is it Working Behind the Scenes, Building Trust & Keeping You Top of Mind?

Your content is your digital reputation in motion.

It should keep reminding people who you are, what you do, and why they trust you - even when you're not around.

But if your content is sporadic, overly polished, or disconnected from your clients' real problems, people forget you and someone else gets the call.

### Checklist:

- I have 3 - 4 content pillars that speak to my clients' needs
- I'm regularly sharing value-based content (not just promos or offer)
- My content builds trust, credibility, or connection - not just visibility
- I repurpose content across multiple platforms (Google Posts, socials, email)
- I have a system for staying consistent even when client work gets busy

### Your Content Score: \_ / 5

5 boxes: Your content is doing its job

3 - 4 boxes: Your content needs more consistency or strategy

0 - 2 boxes: You're not staying top-of-mind when it matters

### Quick Insight

If your content feels like hard work without results, chances are it's not doing the behind-the-scenes job of building trust.

You don't need to post more - you need to post *smarter*.

The **Strategic Content that Connects Audit** helps you see whether your content is creating momentum - or just blending into the scroll.



## Here's What These Gaps Are Actually Costing You

Every week your website lacks a clear call-to-action, your Google profile sits half-complete, or your messaging sounds like everyone else's - you're losing enquiries to competitors who aren't better than you, just more visible.

The problem isn't your service. It's that potential clients are Googling your service right now, looking at options, making decisions - and your business isn't even in the conversation.

**That's not a future problem. That's happening this week.**

### Next Step: Don't Guess - Know

You've done the checklist. You've spotted the gaps.

But knowing there's a problem and knowing exactly *how* to fix it are two different things.

That's why I created the **Bookable Business Audits** - expert-led reviews that show you what's working, what's not, and where small changes will unlock the biggest results.

Pick 1 - 5 of the areas covered that matters most to your business right now:

£23 for one area

£63 for a 3-Audit Bundle

£97 for the Full Bundle

**Your next move should  
be based on  
insight, not guesswork.  
Let's make sure it is!**

You'll receive focused insights, so your next marketing moves are grounded in what your business actually needs - not what some generic guide tells you to do.