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The Local Enquiry Scorecard

25 quick checks that decide whether a local customer calls you or the business down the road. It takes about 15 minutes. Be honest: a “sort of” is a no.

Business _____ Checked by _____ Date _____

How to score: tick Yes or No for each check, add up your Yes ticks per group, then add the five groups together.

Found

___ / 5

Can a customer searching near you find you at all?

	Yes	No
Your Google Business Profile is claimed and every section is filled in: hours, services and description.	☐	☐
Your main category is the job customers search for most, not a general one.	☐	☐
You have added photos of your own work in the last three months.	☐	☐
Your service areas list the towns you really cover.	☐	☐
You have posted an update on your profile in the last month.	☐	☐

Trusted

___ / 5

Once they find you, do they believe you?

	Yes	No
You have had a new Google review in the last month.	☐	☐
You reply to every review, the good ones and the bad ones.	☐	☐
Your website shows real photos of your team and your work, not stock images.	☐	☐
Your address, phone number and opening hours are easy to find on every page.	☐	☐
You show proof a stranger can check: named reviews, finished jobs, memberships you really hold.	☐	☐

Chosen

___ / 5

Does your website make you the easy choice?

	Yes	No
The first screen of your homepage says what you do and where, without scrolling.	☐	☐
On a phone, your number can be tapped to call.	☐	☐
Every page has one clear next step: call, book or ask for a quote.	☐	☐
Your site opens quickly on your own phone, away from your Wi-Fi.	☐	☐
Each of your main services has its own page.	☐	☐

Seen in AI answers

___ / 5

More people now ask ChatGPT or Google’s AI who to use. Are you in the answer?

	Yes	No
Your business name, address and phone number are written the same way everywhere online.	☐	☐
Your service pages answer the questions customers ask you on the phone.	☐	☐
You are mentioned on other local websites: directories, trade bodies, local news or partners.	☐	☐
Your website names the people behind the business and what they are qualified to do.	☐	☐
You asked ChatGPT and Google who they recommend for your service in your town, and you were named. (See page two.)	☐	☐

Followed up

___ / 5

When someone gets in touch, does anything fall through the cracks?

	Yes	No
Every enquiry lands in one place: calls, forms, emails and messages.	☐	☐
You reply to new enquiries within an hour during working hours.	☐	☐
A missed call gets a text back, so the caller knows you will ring them.	☐	☐
Quotes you send are chased if you hear nothing back.	☐	☐
You ask for a review after every finished job.	☐	☐

Your total

Add up the five groups. Then turn over to see what it means.

____ / 25

What your score means

Your total tells you how easy you are to find, trust and choose. Your lowest group tells you where to start. Circle it now.

22 to 25
Strong

You are easy to find, trust and choose.
Keep it that way. Put a reminder in your diary to run these checks again every three months, because profiles go stale and reviews slow down without anyone noticing.

18 to 21
Good, with gaps

The foundations are there. A few gaps are costing you.
Look at your lowest group first. Fixing two or three checks there usually matters more than spending on anything new, including ads.

Under 18
Start here

A customer who finds you may still pick someone else.
Start with Found and Followed up. They are the quickest to fix, and they decide whether the enquiries you already earn turn into work.

Where to start this week

- **Pick one check** from your lowest group and fix it before Friday.
- **Ask your last three happy customers** for a Google review, with a direct link.
- **Call your own number** after hours and from a mobile. Hear what a customer hears.
- **Run the scorecard again** in 30 days and compare the two totals.

How to do the AI check

Open ChatGPT, then Google. Type the question below with your own service and town. Note who is named, and whether you are.

> **“Who would you recommend for [your service] in [your town]?”**

If you are not named, the checks in “Seen in AI answers” and “Trusted” are the ones to work on.

Want a second pair of eyes?

Ask for a free website review at numediagroup.co.uk/free-audit or call us on 01243 958745. A person reads every request.

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