LOCAL HUB METHOD

Audit Helper

A printable companion for auditing your digital presence and performance across the five stages of the buying cycle.

Use this helper to record evidence, observations and ideas while you complete the online audit. Record what you know and mark unknown answers for investigation. Missing information is not a poor-performance score. Skip questions that do not apply. If you do not have a website, use the Build your hub page, then map one future path.

Build the hub. Connect the paths. Get enquiries.

BUSINESS SNAPSHOT

Start with the basics

Business name

Website address, if you have one

Main service or offer

Towns or areas served

Example: Nambucca Heads, Macksville, Coffs Harbour

Most important customer action

Search Console and website analytics setup notes

AUDIT YOUR EXISTING PATHS

Where do customers find you now?

Record the channels and starting points that create attention, where they send people next and which ones generate business.

Active channels and starting points

Google Search, Maps, Facebook, Instagram, directories, email, offline marketing, word of mouth or another source.

Where does each active channel send people next?

Which source brings the most enquiries or business?

How do you know?

Which channels attract attention but rarely lead to an enquiry?

NO WEBSITE YET?

Build your hub

Use this page instead of scoring an existing website. Plan the pages and connections your business needs, then continue to Map one important path.

Services and pages the website needs

Proof you already have

Where customers research your business

The most important thing the website should make easier

Google Business Profile and contact links

STAGE 01 OF THE BUYING CYCLE

Awareness

Identify where people first notice the business and whether each starting point gives them a clear reason to continue.

Which Google searches already bring people to you?

Do Maps, reviews or local directories help people discover you? What evidence do you have?

Which social posts, groups or online sources send people to you?

Which signs, brochures, events or sponsorships create visits or enquiries?

Where do new customers say they first heard about you?

STAGE 02 OF THE BUYING CYCLE

Consideration

Record the information and proof people use when deciding whether the business is the right choice.

How often do you post useful social content or website articles?

Does each important service have its own page? Which pages are missing?

What questions do customers ask before contacting you?

What proof seems to help people feel confident?

Where is that proof connected to the relevant service?

STAGE 03 OF THE BUYING CYCLE

Conversion

Test the point where an interested person is asked to enquire, book, sign up or buy.

What is the main action you want a ready customer to take?

Can they see and complete it easily on a phone? Record any friction.

Can you track forms, calls, bookings, sign-ups or purchases generated by the website?

What does the customer see immediately after acting?

Where do people hesitate, abandon the process or ask for help?

STAGE 04 OF THE BUYING CYCLE

Retention

Look for useful return paths that help an existing customer rebook, repurchase or choose the next relevant service.

What happens after a job, appointment or purchase?

What will the customer need next, and when?

Is there a simple rebooking or repeat-purchase path?

Do email newsletters and marketing emails lead to useful pages and clear actions?

How do you record returning customers and what they return for?

STAGE 05 OF THE BUYING CYCLE

Reviews

Invite customers consistently to leave honest reviews, regardless of sentiment. Make the review form easy to reach.

Do you consistently invite customers to leave an honest review?

When is a useful time to invite customers to share their experience?

Does your message include a direct link to the Google review form?

Is the request a consistent part of your follow-up process?

What would make the review process easier for customers and staff?

MAP ONE IMPORTANT PATH

Follow it from attention to action

Buying cycle stage

Starting point: where does the customer first notice you?

Reason to continue on the path

Website hub destination

End point or call to action

Where the path weakens or breaks

One practical improvement

CHOOSE YOUR NEXT THREE MOVES

Prioritise the work that matters

This optional priority exercise is separate from the online stage scores. Score each move from 1 to 5 for impact, confidence and doability. The highest possible total is 15. Use the score to guide the decision, not make it for you.

Move	Path to improve	Impact	Confidence	Doability	Total
1					
2					
3					

The move I will tackle first and why

YOUR 30 DAY LOCAL HUB PLAN

One path. Four practical weeks.

WEEK 1

Confirm the gap

Review the current path, customer feedback and available evidence.

WEEK 2

Build or improve

Create the page, content, proof or connection the path needs.

WEEK 3

Connect and test

Add the links and calls to action, then test the complete path.

WEEK 4

Publish and refine

Measure early responses and decide the next improvement.