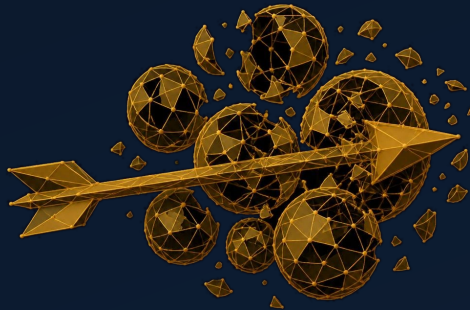


METAMORPHIX DESIGN



The Local Business Self-Assessment Checklist

40-something honest questions. No pitch. Just where you
actually stand — and exactly where the leaks are.

METAMORPHIX DESIGN

How to Use This

This isn't a lead form dressed up as a checklist. There's no email gate hiding the good parts, and nothing here is designed to make you feel bad about where you're starting from.

Go through each section and check what's actually true today — not what you're planning to fix next month, not what you meant to set up last year. Be honest. The value of this thing is entirely dependent on that.

By the end, you'll have a genuinely accurate read on where your local business actually stands online, and — more usefully — exactly where the leaks are. Some of these you can fix this afternoon. Some take longer. Either way, you'll know.

— *Jeandre Gerber, Metamorphix Design*

SECTION 01

Foundation — The Honest Minimum

Before anything else, this is the floor. If you're missing more than one of these, start here — nothing else on this list matters yet.

- ☐ You have a real, working website — not just a social media profile standing in for one
- ☐ There's a clear way for someone to actually contact you — not just a Gmail address
- ☐ Your Google Business Profile is claimed and verified
- ☐ Your Name, Address, and Phone number match exactly, everywhere they appear online
- ☐ You have a valid business license tied to your Google Business Profile

SECTION 02

Local Search & the Map Pack

You can't buy proximity. Everything below is what you actually control.

- ☐ Your GBP primary category is the exact match for what you do — not just close
- ☐ Your GBP has real photos, active posts, and answered questions — not a bare listing
- ☐ You respond to every review, not just the bad ones
- ☐ Your backlinks come from relevant, real sources — not a bulk directory dump
- ☐ Your site loads fast on mobile
- ☐ Your content actually answers a question your customer is asking — not filler

SECTION 03

Cost & Investment Sanity Check

If you're spending money on marketing right now, answer these honestly.

- ☐ You know roughly what a single lead actually costs you
- ☐ You validated real demand before spending on ads
- ☐ You know what result your current spend is supposed to produce — and whether it's producing it
- ☐ You're not deep in a sunk-cost SEO retainer with no clear return in sight
- ☐ You could explain, in one sentence, exactly what you're paying for

SECTION 04

Ownership

| *If this relationship ended tomorrow, what would you actually walk away with?*

- ☐ You have admin access to your own website / CMS
- ☐ You own your own Google Analytics account
- ☐ You own your ad accounts, if you run ads
- ☐ Your website isn't locked inside a platform you'd lose the moment you stopped paying
- ☐ You could hand everything to a new provider tomorrow with zero fight

SECTION 05

Content

| *Generic content reads like generic content. Customers can tell, even if they can't say why.*

- ☐ Your content reflects real, on-the-ground expertise — not just keywords
- ☐ You answer the specific questions your customers actually ask
- ☐ Your content is written for the person deciding whether to hire you — not for a search engine
- ☐ You publish on some kind of consistent cadence, not in bursts and silence

SECTION 06

Social Media

| *You don't need to be everywhere. You need to be where it matters, on purpose.*

- ☐ You know which platform your actual customers are on
- ☐ You post because it serves a purpose — not just to stay "active"
- ☐ Your social presence looks and feels like your website, not a different brand entirely
- ☐ You're not chasing likes at the expense of actual leads

SECTION 07

Follow-Up & Automation

| *Most local businesses don't lose leads on quality. They lose them on speed.*

- ☐ You respond to new inquiries within 5 to 10 minutes, consistently
- ☐ You have some kind of automated acknowledgment for after-hours contact
- ☐ You follow up more than once before giving up on a lead
- ☐ Missed calls get a text-back, not silence
- ☐ You have a rough sense of how many leads you've lost simply by not following up

SECTION 08

Brand Basics

| *A brand isn't a task you finish once. It's something you keep tending.*

- ☐ Your business name and what you do are clear within a few seconds
- ☐ Your logo still works at small sizes — a hat, a truck door, a favicon
- ☐ You've reviewed your site and messaging in the last three months
- ☐ Nothing about your brand has quietly drifted from who you're actually trying to reach

What This Actually Means

Count what's *unchecked*, not what's checked. Every box you didn't check is a specific, fixable leak — not a character flaw.

- | | |
|-----------------------|---|
| 0–5 unchecked | Solid foundation. Keep an eye on it — revisit this checklist every quarter so nothing quietly drifts. |
| 6–15 unchecked | Real, specific gaps that are costing you leads right now. Nothing here is unfixable — most of it is a matter of prioritizing the right five things first. |
| 15+ unchecked | You're leaving meaningful business on the table every month this stays as-is. Worth an actual conversation about where to start. |

If you want a second pair of eyes on any of this — or just want to talk through what you found — book a free strategy call. No pitch deck, no retainer pressure. Just a straight conversation about your market and where you actually stand.

Book a Free Strategy Call → metamorphixdesign.com/strategy-call

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