

A brand's **Digital Presence** consists of the company website, the Google Business Profile, all social media channels the brand maintains a presence on, and any other presence online that prospects see before deciding to work with you.

Scale: 0 = Non-Existent, 1 = Weak, 2 = Good, 3 = Strong

Brand/Company:

Email:

Date:

Website

Your website is the central hub of your digital presence and often the first place prospects go to learn about your company. Its content answers practical questions, while its design, imagery, and messaging shape first impressions and build confidence. When prospects compare contractors, their decisions are influenced by both the information they find and the trust they feel. An effective website strengthens both before the first conversation.

Professional Branding

Does the overall appearance inspire confidence?

Branding should feel consistent, professional, and appropriate for the quality of work you provide.

Score:

Hero Section

Does the homepage immediately explain who you are and why someone should choose you?

Within the first few seconds, visitors should understand what you do, who you serve, and what makes your company different.

Score:

Project Portfolio

Do you show completed work that reflects the types of projects you want to win?

Projects should help visitors understand your experience, quality, and capabilities.

Score:

Process Visibility

Do prospects see how your work gets done, not just the finished result?

Behind-the-scenes photos and videos help communicate craftsmanship, professionalism, and attention to detail.

Score:

Google Business Profile

Your website tells the complete story. Your Google Business Profile often determines whether prospects choose to read it. Reviews, photos, business information, and recent activity all help reinforce credibility during the earliest stages of a prospect's research.

Information Completeness

Is your profile fully filled out?

Business name, phone number, website, hours, address, categories, services, business description.

Score:

Project Visibility

Can prospects see the type and quality of work you perform?

Your profile should help visitors quickly understand your experience and the kinds of projects you complete.

Score:

Recent Activity

Does your profile appear active?

Recent photos, updates, and posts reassure prospects that your company is operating and engaged.

Score:

Social Presence

If your website represents your company's ideals, your social presence should represent its reality. After learning what you say about your business on your website, many prospects attempt to validate it through your social channels. They are seeking to answer questions like: "Is this company active?" and "Does the business behind the website look as professional as the website itself?"

Professional & Consistent Branding

Do your profiles present a consistent professional first impression?

Profile photos, banners, descriptions, and contact information should reflect your company consistently and professionally.

Score:

Positioning & Differentiation

Do your channels communicate what makes your company different?

Visitors should quickly understand your expertise, specialization, and the value you bring beyond simply listing services.

Score:

Process Visibility

Do you show how your work gets done?

Photos and videos from active jobsites help communicate craftsmanship, professionalism, and the expertise hidden behind the finished project.

Score:

Professional Insight

Do you share knowledge that demonstrates your experience?

Educational posts, project insights, or explanations of your work help establish authority and reinforce your expertise.

Score:

Activity

Do your channels appear active and maintained?

You don't need to post constantly, but occasional updates reassure prospects that your business is active and engaged. (ie. active projects this month)

Score:

Overall Digital Presence

Considering the factors pointed out above, imagine yourself as a new prospect discovering this company for the first time. Consider the overall impression of the website, Google Business Profile and social channels. Does it answer the key questions a prospect is likely asking before making contact?

What Low Scores Often Mean

A low score often means your digital presence isn't communicating the quality, professionalism, and expertise that already exist within your business. When prospects can't quickly understand what makes your company trustworthy or different, they may continue evaluating competitors, or never reach out at all.

Common Improvements

Improving your prospect's Research & Validation experience doesn't always require a complete redesign of your online presence. Often, the biggest gains come from strengthening the information prospects are already looking for.

Common improvements include:

Website

- Clearer positioning and differentiation in the hero section
- Recent projects or articles that demonstrate ongoing activity

Google Business Profile

- Completing all business information
- Uploading recent project updates

Social Channels

- Refreshing profile branding
- Sharing educational insights and project stories
- Positioned Worksite Videos highlighting processes, not just completed jobs
- Building a repeatable content system based on real projects

What a High-Scoring Digital Presence Does

A strong digital presence helps prospects answer their biggest questions before they ever contact you. Instead of wondering whether you're the right company, they arrive with greater confidence in your experience, professionalism, and capabilities. The result is a smoother research and validation experience that helps your sales team spend less time building trust and more time discussing the project itself.

What's Next?

For the full comprehensive assessment by a professional team or target audience with detailed actionable improvement plan, contact us at inquiry@XPLEXstudio.com