

A FREE SELF-AUDIT FROM C&B STUDIO

THE DIY MARKETING HEALTH CHECK.

Twenty checks. One honest score. No email wall.

Tick each statement that's true of your business today. Be honest, nobody's watching. Your score at the end tells you whether your marketing is humming, leaking, or quietly on fire.

YOUR WEBSITE

- ☐ It loads in under three seconds on a phone
- ☐ A stranger can tell what you do within five seconds of landing
- ☐ Your prices, or at least starting points, are findable
- ☐ Every page has one obvious next step (call, email, buy, book)
- ☐ You've tested your own contact form or email link this month

BEING FOUND

- ☐ Googling your business name shows correct info everywhere
- ☐ Your Google Business Profile has photos added this quarter
- ☐ You've received a Google review in the last three months
- ☐ Googling your service plus your town shows you on page one
- ☐ Your website says where you're based, in actual visible text

SOCIAL & CONTENT

- ☐ You've posted somewhere in the last two weeks
- ☐ Your bios and links are current on every platform you use
- ☐ You could name which post performed best last month, and why
- ☐ Your content shows your work, not just inspirational quotes
- ☐ Someone has enquired via social in the last six months

ADS & EMAIL

- ☐ You know your monthly ad spend and what it returned
- ☐ You've read your Google Ads search terms report, ever
- ☐ Your ads land on a relevant page, not just your homepage
- ☐ You've emailed your list, or your past customers, this quarter
- ☐ You know roughly what one new customer is worth to you

YOUR SCORE, HONESTLY.

16–20 ticks	Humming. Whatever you're doing, keep doing it, and consider whether more budget would compound it.
10–15 ticks	Leaking. The basics are there but money and enquiries are escaping through the gaps. Fix the unticked boxes in order.
Under 10	Quietly on fire. Nothing here is hard to fix, but it needs deciding whose job it is: yours, this month, or someone who does it daily.

Stuck on the unticked ones? Email hello@candbstudio.co.uk with your score and we'll tell you honestly what to fix first, whether or not you ever hire us.