

# The Digital Health Check

*Five things every business owner should be able to say yes to.*

Tick the ones that are true for your business today. Honest answers only – no one's watching.

- 01

**When someone searches for what you sell, do they find you – and does what they see make them call?**

Most buyers check Google before they call. If you're missing, or what shows up looks half-finished, they simply call the next name on the list.

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- 02

**Can you name one customer who found you through your website and got in touch?**

A website should work like your best salesperson – bringing in real enquiries, not just sitting there looking nice. If you can't name a single person it brought in, it's decoration, not a salesperson.

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- 03

**On a phone, does your website load quickly and look right?**

Most people see you on a small screen first. If it's slow or breaks on mobile, they're gone before they read a single word – and you never even know it happened.

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- 04

**Is your marketing set up to run properly, or are you posting whenever you remember?**

Marketing that starts and stops doesn't build trust. Set up right, it runs quietly in the background and keeps your name in front of the right people – without you chasing it.

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- 05

**Can you say which of your marketing brings in customers – and which just costs money?**

Most owners spend a little here and a little there – Google, social media, referrals – without knowing which one works. When you can see what's actually bringing customers in, marketing stops being a guess and becomes something you can grow on purpose.

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How many could you tick?

- 4–5

Your digital side is working. Keep it sharp – your competitors won't stand still.
- 2–3

You're leaving enquiries on the table. A few fixes would change your numbers.
- 0–1

Worth a proper look – before the businesses around you get there first.

*One last thought – if you stepped away for a week, would new enquiries still come in on their own?  
Get these five right, and that answer starts to become yes.*

Yuvraj Kasture · Digiteins  
The digital side of your business — made simple.

Want a straight answer on where you stand? **No sales pitch – just a clear picture.**



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