



5 Areas Every Business Must Fix to Grow Online

Click each box to check it off on screen — or print and tick by hand.

01

MISTAKE 1 — TARGET AUDIENCE

Do you know exactly who you serve?

I can describe my ideal customer in one sentence

Who they are + their problem + your solution

I know which platform my audience uses most

Facebook, Instagram, LinkedIn, Google, etc.

My brand messaging speaks to one specific type of person

Not 'everyone' — a defined niche

I know the top 3 problems my customer wants solved

I have turned away a customer who was not the right fit

Shows you know your niche

02

MISTAKE 2 — ONLINE PRESENCE

Can customers find you online right now?

My business has a Google Business Profile set up

Appears on Maps + Google Search

My profile has photos, hours, and contact info complete

I have at least one active social media page

Consistent name + contact + posts

My business has a website or landing page

Even a basic one-page site counts

I have received at least one review on Google

Reviews build trust and search ranking

03

MISTAKE 3 — CONTENT & CONSISTENCY

Do you show up regularly for your audience?

I post content at least 3 times per week

Education, engagement, or entertainment

I have a simple content plan or calendar

Even a notebook list works

I mix content types: tips, stories, behind-the-scenes

I respond to comments and messages within 24 hours

Engagement builds the algorithm

I have posted consistently for at least 4 weeks

No unexplained disappearances

04

MISTAKE 4 — TRUST BEFORE SELLING

Do people trust you before you ask for the sale?

I regularly share tips and value content for free

Not just promotional posts

I have at least 3 client testimonials visible online

Screenshot, text, or video

I have shared a case study or before/after result

I have a consistent brand look and tone across platforms

Logo, colors, language

People engage with my content before I ask them to buy

Likes, shares, comments, DMs

05

MISTAKE 5 — LEAD CONVERSION SYSTEM

Do you have a system to turn leads into customers?

I respond to every new inquiry within 2 hours

Speed is a trust signal

I follow up at least 3 times if no response

Most sales need 5+ touchpoints

I have a standard follow-up message template

Saves time and stays consistent

I track my inquiries so none fall through the cracks

Spreadsheet, CRM, or notebook

I have a clear call to action in every interaction

Book a call, visit website, DM us, etc.

YOUR SCORE: ____ / 25 boxes checked

20-25: strong online growth engine. 10-19: solid base, close the gaps. Below 10: let's build your system together.

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