APDS Digital Solutions

DIGITAL GROWTH CHECKLIST

For Local Businesses

A practical guide to improve your online visibility, attract relevant enquiries, and organise your follow-up process.



What you'll check

Website & landing page
Clarity, trust and easy contact

Google & local visibility
Accurate profile and reviews

Social media & content
Useful posts and clear next steps

Enquiries & lead tracking
Forms, follow-up and measurement

How to use this checklist

Mark every item as:

- **Yes** — This is already in place.
- **No** — This needs attention.
- **Improve** — It exists, but needs improvement.

Remember: The objective is not to score perfectly. It's to identify the most important gaps in your current digital system.

Prepared by APDS Digital Solutions
Free Business Resource · 7 Pages

www.apds.in

1. Make Your Website Work for You

Your website should help visitors understand your business and take the next step without confusion.

The ideal website journey

01

Understand

The visitor understands your service, target customer and location.

02

Build confidence

Photos, reviews, examples and clear service information build trust.

03

Enquire

A visible WhatsApp button, phone number or short form makes contacting you easy.

Anatomy of a mobile-friendly landing page



1. **Clear headline: service + city**
   Visitors should understand what you offer and where, at a glance.
2. **Proof of work**
   Real photos, reviews and examples build confidence.
3. **Short enquiry form**
   Ask only for the details you need to respond properly.
4. **Call and WhatsApp buttons**
   Keep contact options visible on mobile screens.

Website checklist

Check	Yes	No	Improve
Website works properly on mobile.	☐	☐	☐
First screen clearly explains the service.	☐	☐	☐
Target city or service area is mentioned.	☐	☐	☐
Phone and WhatsApp options are visible.	☐	☐	☐
Enquiry form is short and easy to complete.	☐	☐	☐
Real work samples, reviews or examples are shown.	☐	☐	☐
Important service pages have clear calls to action.	☐	☐	☐
Links work and business details are updated.	☐	☐	☐

Quick action: If you don't have a website, start with a mobile-friendly landing page containing your offer, service area, proof of work and contact form.

2. Help Local Customers Find You



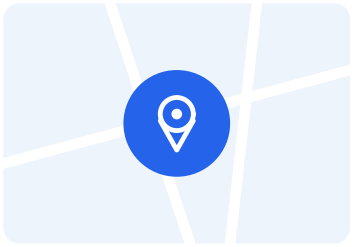
Your business information should be accurate wherever customers discover you online.

How local discovery works

01 — Search
Customer searches locally.

02 — Discover
Finds your profile.

03 — Contact
Calls or visits.



Illustration

Your Business Name
Primary category · Service area
★★★★★ Genuine reviews, with professional replies
Open now · Hours kept up to date
Call | Directions | Website | Photos

Local visibility checklist

Check	Yes	No	Improve
Google Business Profile is claimed and managed.	☐	☐	☐
Business name, phone and hours are correct.	☐	☐	☐
Address or service area is accurate.	☐	☐	☐
Primary category and services match the business.	☐	☐	☐
Recent genuine business photos are uploaded.	☐	☐	☐
Customers are invited to leave honest reviews.	☐	☐	☐
Reviews receive professional replies.	☐	☐	☐
Website and contact details are consistent.	☐	☐	☐

Quick action: Search your own business name on Google. Check whether a new customer can find your phone number, location, services and website without difficulty.

Avoid: Fake reviews, duplicate profiles and adding keywords to your business name that aren't part of its real name.

3. Turn Content Into Useful Conversations



Social media should help customers understand your work, get answers and know how to contact you.

The four-part content system

01 — Educate

Share tips, mistakes to avoid and answers to common questions.

Example: "3 things to check before choosing a service provider."

02 — Show proof

Share genuine work samples, demonstrations, team activities and customer feedback with permission.

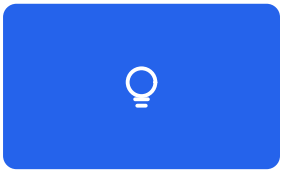
03 — Answer doubts

Explain pricing factors, timelines, process and common objections.

04 — Invite action

Give one clear next step: call, WhatsApp, book a visit or submit an enquiry.

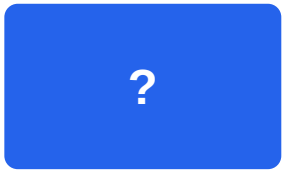
Your next four posts



Post 1 · Educational tip



Post 2 · Work sample



Post 3 · FAQ



Post 4 · Invite to enquire

Social media checklist

- ☐ Profile bio clearly explains what we do and where.
- ☐ Contact information is updated.
- ☐ Content answers actual customer questions.
- ☐ We share real work samples and useful demonstrations.
- ☐ Posts include a relevant call to action.
- ☐ Comments and messages are checked consistently.
- ☐ We track genuine enquiries, not just likes and views.
- ☐ We have permission to publish customer content.

Quick action: Plan your next four posts: one educational tip, one work sample, one FAQ and one post inviting customers to enquire.

4. Don't Let Enquiries Get Lost



A lead system helps you remember who contacted you, what they need and when to follow up.

Visual lead journey

01 — Visitor
Clicks an ad or finds your business.

02 — Enquiry form
Shares relevant contact and requirement details.

03 — Lead tracker
Details are saved in Google Sheets or a CRM.

04 — Follow-up
You call or WhatsApp and update the status.

Minimum lead tracker fields

Field	What to record
Date	When the enquiry arrived
Contact	Name and phone number
Business	Company or requirement
Source	Meta Ads, Google, organic or referral
Status	New, contacted, meeting, won or lost
Next follow-up	Date and planned action
Value	Quoted amount and revenue collected

Enquiry checklist

- [ ] Form works correctly on mobile.
- [ ] Form submissions reach the intended inbox or sheet.
- [ ] WhatsApp and phone options work.
- [ ] Each enquiry has a recorded source.
- [ ] Someone is responsible for responding.
- [ ] Active leads have a next follow-up date.
- [ ] Outcomes are updated in the tracker.
- [ ] Lead data is protected and only collected as needed.

Quick action: Submit one test enquiry on your own website and verify that the data actually appears in your lead tracker.

5. Measure What Matters



Ad clicks alone don't tell you whether your business is gaining useful customers. Track the journey from ad spend to actual sales.

The measurement funnel

Clicks
People who clicked the ad.

Leads
People who submitted or made an enquiry.

Qualified leads
People who fit your service and target customer.

Customers
People who become paying clients.

Meta Ads checklist

- ☐ Campaign objective matches the desired action.
- ☐ Ad explains the offer and next step clearly.
- ☐ Ad and landing page present the same offer.
- ☐ Audience and location match the service area.
- ☐ Form and landing page are tested before launch.
- ☐ Campaign/source information is recorded.
- ☐ Spend, leads, qualified leads and sales are tracked.
- ☐ Lead quality is reviewed before increasing the budget.

Metrics to understand

Metric	Meaning
Cost per lead	Ad spend ÷ leads counted
Lead quality	How well enquiries match your target customer
Conversion rate	Share of visitors or leads who complete the defined action
Cost per customer	Marketing cost ÷ customers acquired, using a consistent attribution method
Revenue	Money generated from customers

Quick action: Before increasing ad spend, check whether the form works, leads are relevant, follow-ups happen and sales outcomes are recorded.

Note: Tracking tools must be configured and tested. Platform-reported leads do not automatically equal qualified leads or sales.

6. Turn Your Checklist Into Action



Count your Yes answers across the 40 checklist items. Use the score to decide where to focus—not to predict business results.

Your digital growth score

Yes answers	Suggested focus
0–10	Fix the basics: accurate details, website and contact options.
11–20	Improve visible gaps and enquiry capture.
21–30	Review content, proof, lead quality and measurement.
31–40	Optimise the process and test improvements.

Your 7-day action plan

Day 1	Audit	Review website, Google profile and social media.
Day 2	Fix contact details	Update phone, service area, hours and contact links.
Day 3	Improve the offer	Make service information and calls to action clearer.
Day 4	Publish useful content	Create one educational post and one proof-based post.
Day 5	Test enquiries	Submit a test form and check the lead tracker.
Day 6	Review follow-up	Update lead statuses and schedule next actions.
Day 7	Measure and plan	Choose the next three improvements.

Need help implementing these improvements?

APDS Digital Solutions

We help businesses improve their digital presence and organise their enquiry systems.

www.apds.in **+91 89820 86198**

Website | Local SEO | Content | Meta Ads | Lead Tracking

This checklist is an educational resource for general business planning. Outcomes vary by business, market, budget and execution. No specific leads, rankings or sales outcomes are guaranteed.