

The Small Business Assessment Guide

Discover the Hidden Barriers to Your Business Success with This
Easy-to-Use Checklist



Struggling to grow your small business? Are you not getting enough clients? You're not alone.

Many small business owners face similar challenges. The good news is that by identifying the root causes of your struggles, you can take targeted action to overcome them and reach your goals. Use this checklist to uncover barriers and create a plan for sustainable growth.

This guide is created by Modern Web Solutions, where we help businesses stand out online, attract new customers, and generate more sales.

Answer with ✓ for Yes, ✗ for No, and / for Not Applicable

Section 1: Online Presence

- 1. Website:**
 - Do you have a professional website that showcases your products/services?
 - Is your website indexed, and can it be found on Google search results?
 - Is your website updated and optimized for mobile devices and for user experience?
- 2. Social Media:**
 - Are your social media profiles complete and consistent with your brand?
 - Are you actively posting and engaging with your audience on social media platforms?
- 3. Brand Consistency:**
 - Do you have a consistent brand message and visual identity across all online platforms?
- 4. SEO:**
 - Are you using search engine optimization (SEO) to improve your website's visibility and search engine rankings?
 - Does your website show on top Google search results for keywords related to your service/product?
- 5. Google My Business:**
 - Do you have a Google My Business profile listing?
 - Is your Google My Business profile optimized and up-to-date?
- 6. Online Visibility:**
 - Are you using guest posts, online directories, and review sites to increase visibility?
- 7. Email Marketing:**
 - Are you using email marketing to capture customers' emails?
 - Are you sending regular emails to nurture leads and encourage repeat business?
- 8. Content Strategy:**
 - Do you have a content strategy that includes regular blog posts, videos, or other content to engage your audience?
- 9. Online Reputation:**
 - Do you have a plan for managing your online reputation and encouraging and collecting customer reviews?
 - Do you have a plan for managing and responding to negative reviews?
- 10. Analytics:**
 - Are you using analytics tools to track your online performance and make data-driven decisions?

- 11. Trend Awareness:**
 - Are you staying up-to-date with the latest online marketing trends and best practices?

Next Steps: Review any **X** answers and create a plan to address these areas.

Section 2: Service/Product Quality and Customer Experience

- 12. Customer Expectations:**
 - Are your products or services consistently meeting customer expectations?
- 13. Quality Control:**
 - Do you have a quality control process in place to ensure high standards?
- 14. Customer Feedback:**
 - Are you using customer feedback to improve and innovate your offerings?
- 15. Innovation:**
 - Are you investing in innovation to stay competitive?
- 16. Unique Selling Proposition:**
 - Do you have a unique selling proposition (USP) that sets you apart from competitors?
- 17. Training and Development:**
 - Are you investing in ongoing training and development to stay up-to-date with industry best practices?
- 18. Differentiation:**
 - Are you using product/service quality to differentiate your business and attract new customers?
- 19. Employee Empowerment:**
 - Do you have a system in place to empower employees to provide excellent product/service quality and customer service?
- 20. Customer Service:**
 - Are you providing exceptional customer service and ensuring customer satisfaction?
- 21. Loyalty Programs:**
 - Do you have a loyalty program or rewards scheme to retain customers?
- 22. Complaint Handling:**
 - Do you have a system in place for handling customer complaints and feedback?
- 23. Customer Journey Mapping:**
 - Are you using customer journey mapping to understand the customer experience and identify areas for improvement?
- 25. Customer Education:**
 - Are you providing educational content or resources to help customers get the most out of your products/services?

26. Personalization:

- Are you personalizing your customer interactions based on their preferences and behavior?

Next Steps: Focus on areas with **X** responses to enhance service/product quality and customer satisfaction.

Section 3: Marketing and Promotion

27. Market Research:

- Are you conducting regular market research to understand your market and your competition to stay ahead of industry trends?

28. Marketing Strategy:

- Do you have a clear and effective online marketing strategy?

29. Online Advertising:

- Are you using online advertising and paid ads to reach new customers?

30. Marketing Budget:

- Do you have enough of a budget allocated to your marketing efforts?

31. Marketing Channels:

- Are you using the right marketing channels to reach your target audience?

32. Promotions:

- Are you running promotions and offers to attract new customers?

33. Influencer Marketing:

- Are you using influencer marketing to reach new audiences?

34. Customer Segmentation:

- Are you using customer segmentation to target specific groups with tailored marketing messages?

35. Email List:

- Do you have an email list, and are you using it effectively?

36. Referral Programs:

- Do you have a referral program in place to encourage existing customers to refer new ones?

37. Brand Partnerships:

- Are you partnering with other brands or businesses to expand your reach?

38. Marketing ROI:

- Are you tracking the effectiveness of your marketing efforts/ROI and making data-driven decisions?

39. Trend Awareness:

- Are you staying up-to-date with the latest marketing trends and best practices?

Next Steps: Address **X** responses to refine and enhance your marketing strategy.

Section 4: Operations and Efficiency

- 40. Efficiency:**
 - Are your business operations streamlined and efficient?
- 41. Technology and Automation:**
 - Are you using technology and automation to improve business efficiency and productivity?
- 42. Outsourcing/Delegating:**
 - Are you outsourcing or delegating tasks effectively?
- 43. Peak Periods Management:**
 - Do you have a plan for managing peak periods and seasonal fluctuations?
- 44. Process Improvement:**
 - Are you regularly reviewing and improving your business processes to increase productivity?
- 45. Inventory Management:**
 - Do you have a system in place for managing inventory and supply chain logistics?
- 46. Financial Planning:**
 - Do you have a financial plan and budget that supports your business growth goals?
 - Are you regularly assessing and optimizing your profit margins and forecast cash flow?
- 47. Employee Empowerment:**
 - Do you have a system in place to empower employees to provide excellent business operations?
- 48. Operational Metrics:**
 - Do you have a system in place for tracking and measuring the effectiveness of your business operations initiatives?
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- 49. Scalability:**
 - Do you have a plan for scaling your operations as your business grows?
- 50. Risk Management:**
 - Do you have risk management strategies in place to mitigate potential business risks?

Next Steps: Focus on any  areas to boost operational efficiency and support growth.

By answering these questions honestly, you'll gain a clear understanding of where your small business may be struggling to grow. Use this assessment guide to identify areas for improvement and create a plan to overcome your challenges and achieve sustainable growth.

Do you need help? Book a Free Strategy Call:

If you are Ready to turn your insights into action or need help interpreting these results, let's work together to break through these obstacles and achieve sustainable growth. Schedule a free strategy call with our business growth experts where we'll help you:

- Analyze your assessment results in detail
- Develop a personalized action plan to address your specific challenges
- Provide expert guidance and resources to accelerate your growth

Don't let hidden barriers hold you back any longer. [Click here to book your free call now and start your journey to business success!](#)