

FINDABILITY SCORE WORKSHEET



LAUNCHED



SECTION ONE

SEARCH ENGINE SCORE

STEP 1: Open an incognito or secret window in your internet browser

STEP 2: Google your business name

STEP 3: Give yourself points for each item below

ITEM:

SCORE:

You have a Google business listing & it comes up on the right of your search.

2 pts

Your Google listing includes your address, website, phone number, and accurate hours.

1 pt ea.

Your Google listing includes any product listings.

1pt

Your Google listing includes 5+ photos.

1pt

Your Google listing includes a Q&A section that has answered questions.

1pt

Give yourself 1 pt for your first 5 reviews and each set of 20 reviews after that.

up 6 pts

Take away 1pt for each one and two star review that was left in the last year.

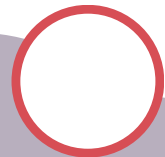
Up to -10 pts

Overall reviews are 4 stars or more.

2 pts

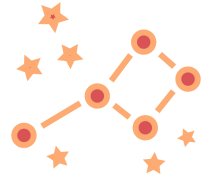
Your Google listing has links to social profiles (will show at the bottom).

1 pt ea.



SECTION ONE CONT

SEARCH ENGINE SCORE



ITEM:

SCORE:

Your Google listing has recent updates

(shows as posts at the bottom of your listing)

1 pt ea.

Your Google listing is accurate & up to date.

1pt

Your website is one of the top three links when you Google your business name.

1pt ea. 5 pts if it is all three. Negative 5 if none.

1 pt for each article, post, link, or social page that is about your business and on page one of your search results.

Minus 1pt for each listing/search result that is not related to your business.

Your website listing breaks down by pages.

(This will look like your website listing then a smaller link for each page on your website)

1 pt

Click images.

1 pt for each image that is of your business/service/product in the top 10 images.

Minus 2 pts if you have zero images.

Click video.

1 pt for each video that is of your business/service/product in the top 5 videos.

Minus 2 pts if you have zero videos.

GOOGLE MY BUSINESS TOTAL:

A vertical column of 12 white circles on a red background, used for recording scores for each item and the total score.

SECTION TWO

GOOGLE MY PRODUCT/SERVICE

STEP 1: Open an incognito or secret window in your internet browser

STEP 2: Google your business topic

If you are a restaurant Google, restaurant in [city, state],
if you are a gift shop Google gift shop in [city, state], etc

STEP 3: Give yourself points for each item below

ITEM:

SCORE:

Your websites appears on the first page of your Google search.
7 pts

2 pts for each article, post, link, or social page that is about your business and on page one of your search results.

Minus 3 pts if any of those articles, posts, or links are negative about your business.

Minus 10 pts if your business does not show up on page one or two of Google.

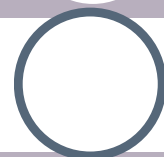
Your business shows up in Google Maps
5 pts

Click images.
1 pt for each image that is of your business/service/product in the top 10 images.

Click video.
1 pt for each video that is of your business/service/product in the top 5 videos.

No videos or images.
-5 pts

GOOGLE MY PRODUCT/SERVICE TOTAL:



RESULTS

0-20

INVISIBLE

Finding your business online is next to impossible. Your potential clients are bombarded with information from other business and have to dig through mountains of data to find you.

21-35

PRESENT

You exist! That is a great first step. Potential clients probably need to be looking specifically for your business to find you, but they can find you.

36-50

COASTING

You are showing up on search engines! Not just once, but several times. There are still some things that you can do to improve your visibility but you are not failing at this. Potential clients can find you.

51+

DOMINATING

You are killing it! Your business can be found under all the right search terms, your information is up-to-date, potential clients know how to get ahold of you. Great job! Gold star!

NEXT STEPS:



LAUNCH YOUR BUSINESS ACADEMY

If you are bringing home **under \$70,000** from your business it's time to step it up. You can do this. We can give you **all the steps**.



APPLY NOW
LaunchedAcademy.com



LAUNCHED