

What your audit score means.

A plain-English guide to the free business audit: what each part checks, what a low score is really telling you, and what to fix first. Updated October 2026.

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What the score is

The parts of the audit, in plain English

What a low score is usually telling you

What a high score does and does not mean

What I would fix first

Want a second pair of eyes?

What the score is

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The free audit reads public information about your business, the same things a customer sees when they look you up, and turns it into a score out of 100. It is a fast first look, not a final verdict. It cannot see your ad accounts, your bookings, your sales or anything behind a login.

A score tells you where to look. It does not tell you how busy you are or how good you are at your trade. Plenty of excellent businesses score badly because nobody has tidied the online side, and that is the fixable part.

The parts of the audit, in plain English

1 Your Google listing.

Whether you have one, whether it is filled in properly and whether your hours, photos and contact details are where people look for them. If the audit cannot find your business on Google at all, you get a very low score and a clear flag saying so. That is the first thing to fix.

2 Reviews against the competition.

Your rating and review count next to the businesses people find beside you. This is often where lost calls hide, because a customer choosing between three listings leans toward the one with more recent, higher-rated reviews.

3 Speed on a phone.

How long your site takes to load on a phone, measured with Google's own test. Google's guideline for a good load is about 2.5 seconds for the main content. Slow sites lose visitors before they read a word.

4 Your website basics.

Whether your homepage tells Google and customers what you do, where you are and how to reach you.

5 Ready for AI search.

More people now ask AI assistants and Google's AI answers for recommendations. This is a separate 0 to 100 reading of whether your site carries the structured details those tools use: your business type, address, opening hours, phone, common questions and links to your other profiles. Missing pieces are usually quick to add.

6

Checks for your trade.

If you pick an industry, or the audit works it out, it adds a few extra checks that matter for your kind of business. These are extra advice and do not change the score.

What a low score is usually telling you

Most low scores come from the same short list: no verified Google listing, a listing with missing details, far fewer reviews than the competition, and a slow or unclear website. None of those mean your business is bad. They mean a customer who does not already know you has a harder time choosing you.

What a high score does and does not mean

A high score means the public basics are in good shape. It does not guarantee more calls, and it does not mean there is nothing left to improve. If you score well, the next gains usually come from steady reviews and keeping your details fresh, and the report will say when nothing urgent is wrong.

What I would fix first

☐ **Get your Google listing claimed, verified and complete.**

Use the Google Business Profile Checklist from this library.

☐ **Start asking for reviews.**

Use the Review Request Scripts.

☐ **Fix anything slow on your phone.**

Big photos and heavy plugins are the usual suspects.

☐ **Make your homepage say what you do and where.**

In the first screen, in plain words, with your phone number.

☐ **Add the AI-readiness details.**

Business type, address, hours and questions people really ask.

Do them in that order. The first two cost almost nothing and do the most.

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Want a second pair of eyes?

If you would like help turning your report into a plan, book a 30-minute session for \$50. I will tell you which fixes are worth your money, which you can do yourself and what it costs if you want me to handle it. If it turns into a consultation, setting up or fixing your Google Business Profile is included, and if you buy a package afterwards, the \$50 goes toward it.

Run the free audit at jaredsdigitalagency.com/audit and book at jaredsdigitalagency.com/contact.

The audit is an automated check of public information and can make mistakes, especially for sites built with scripts that the checker cannot read. Treat it as a starting point. Nothing here promises results.

Not sure where you stand?

Run the free business audit. It takes about a minute and the score is free:

jaredsdigitalagency.com/audit

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