

SAOR CONSULTANCY | *DIGITAL PERSONA TEST*

Digital footprint or **digital shadow** refers to one's unique set of traceable digital activities, actions, contributions and communications that are manifested on the Internet or on digital devices.

Work your way through the below Q's and score yourself as you go along adding up your points and then down the end total up your score. See how you are doing digitally! We look at the Digital footprint as a part of our broader Business growth strategy for your fitness/health based business. This becomes the digital persona of you and your brand.

To take this test it is really easy, simply print or score online (tally up) each section for you/your business for where it is right now. At the end add up all points in total and compare to the scoring meter at the end - this should give you a solid idea on where your digital persona is at right now.

No.	Questions	2 Points	1 Points	0 Point
1	Website			
1a	You have a live website	Yes (Externally Built)	Yes (self built)	No
1b	Your website has a data capture clearly visible on PG1	Yes - Can't Miss it	Yes - It's there	No
1c	This Data capture has delivered on leads captured	Yes at least 3 per month	Yes - more than 3	No - Zero to three
1d	Unless you're the cheapest prices for ongoing training/packages aren't advertised fully.	Available, to enquire or guide prices	Have 2 or 3 options available.	All prices visible, 5+ options
1e	You can clearly and easily purchase from your site	Yes and people have	Yes - No bites yet	No
1f	You have some form of FAQ Section available	Yup!	Mention things I think people would ask	No

2	Social Media			
2a	You have the following accounts set up for your business: Facebook, LinkedIn, Instagram	All three business pages live	Two out of three	0-1
2b	You post at least 3 x per week across ALL platforms you are on.	Yes across all	Yes on 1/2	Not consistent
2c	Each page has a clear link to your website (if applicable)	Yes and I know which brings in the most	Yes, no idea which is performing.	Nope
2d	Messaging and Imagery is clear, on brand and you have a flow/theme to content. And you plan content a month in advance.	100%	Mostly, sometimes I go rogue.	Nah!
2e	You have some form of 'Group' set up in Facebook	Sure do!	Not really, just a group message maybe	No
2f	You have at least 4 reviews and your rating is at least 4 stars plus.	Have heaps and 5 stars!	Yes have over 4	No!
3	Email			
3a	You have a branded email @yourdomainname.com or similar	Yes and have staff name accounts too!	Yes	No
3b	Your email signature has all relevant contact info, can be clicked through, has social buttons which click through and is well presented.	Yes all 4	Yes most	No
3c	You are able to write a well formalised email which has the right tone, intro and outro and you have template emails for bulk messaging.	Yes inc. templates.	Yes but no templates.	No
3d	When it comes to the sales function you prefer to call over email.	Always	Mostly	Never

3e	You respond to emails within 24 hours. Or if not going to respond you have an autoresponder turned on.	Yes and Yes	Yup	No, struggle to get back to people.
4	EDM Marketing (Electronic Direct Mail)			
4a	You have an active Mailchimp (or similar) account which sends out your EDMs on at least a monthly schedule	Guaranteed every month min!	Send some EDMS	ED What?
4b	Have a database of over 100 prospects to 'talk to'	100? Try a Thousand!	100+	Sub 100
4c	New clients get a dedicated 3 month minimum of planned checkpoint emails (onboarding series)	Always	Sometimes	Never
4d	You know how many is in your EDM Database now without checking (roughly 10 either side)	Bang on!	Roughly	No Idea
5	Personal Socials			
5a	You and your team if applicable all have a direct link to your website or main hub on their personal socials.	Yes all team members	I do yes	No
5b	Your personal socials are not contradicting your business message, ie people get a good image of you mostly. Think before you post.	I'm a saint!	I'm pretty good.	I'm a sinner!!!
5c	You have a personal LinkedIn account and are actively in discussions there once a month.	I am LinkedIn!	Sometimes	Nope
6	Google Reviews			
6a	Do you have a 'Google Business' Set up and up to date, imagery and content all current.	Yes and up to date	Yes	NO
6b	Do you have at least 4 Google reviews (4 stars min)	4, Try 20+	Yes	0-4 Reviews
6c	All reviews are publicly responded to	100%	Most	No

6d	You actively ask clients for reviews after service	All clients get at least 3 asks	Most of the time	No
7	SEO - Where are you?			
7a	You have a Blog which is produced continually and at least monthly	Always	Sometimes, bit outdated	No
7b	When you search 'business type' + 'area' you show up on page one of google	Cha-ching!	I have to do a brand name search	I'm hiding!
7c	You have all relevant 'meta tags' in your SEO Settings page on your website.	Solid! All the key search words	Looks good	Eh what?
7d	Your page is mobile friendly - take the test https://search.google.com/test/mobile-friendly	All good - looks better on mobile!	Good & mobile friendly	Needs work
8	Response Rates and times			
8a	You have a 'Very responsive' badge on your FB Business page	Yup!	No, but I'm good mostly	No, needs work.
8b	Emails are all responded to and/or flagged if needs more work. Still responded to, to let them know you are reviewing their query.	100%	Mostly	Not Great
8c	You have guidelines in place for response, tone style and times. Think of your future business.	Yes	Informal	No
9	General			
9a	For efficiency's sake you automate posts on socials and blogs. All of which is prepared in advance.	Always	Sometimes	Never
9b	You are able to turn off from your phone/laptop when needs be.	Notifications OFF!	I can but I worry.	Anxiety kicks in.
9c	Digital data capture occurs easily in the form of a CRM System, in relation to prospect clients. So you have a dedicated prospect system?	Yes always use 100%	I Store prospect details sometimes	Only can get client details now.

9d	You understand the importance of the online element as a part of the overall sales & marketing strategy of your business	Totally	I get it, but can always brush up	Not really
10	TOTAL			

What is your score?

0-15 Points: You need to simply Start! At this stage, you will not be getting many online benefits. You will have a basic presence but it is simply not enough to generate interest, desire or action. Time to dig in!

15-30 points: Need to make a dedicated effort to digitally transform You are now really at the start of your online potential. Start as you mean to continue and ensure that you follow all the steps to move to the next stage.

30-50 points: Getting a move on: Starting to get some good traction happening in your business. Relatively new to the online space and really making it work for you! Don't give up it will start to pay you back soon!

50-70 points: Doing well! Top of the class but can get some extra wins along the way. Starting to make a dent online and will begin to show up for much more searches as well as start to sell and get good lead generation happening online from your sheer persistence.

70+ points: Solid web presence, keep an eye and stay ahead of the game. You have developed the right online presence over time in business and are active and constant in your review of said footprint.

*Want to know more? Or simply want to look at some ways in which you too can grow your fitness/health based business physically and digitally. **Get in touch today!***



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At SAOR we focus on delivering our key three; Fitness, Future & Freedom.