

The visibility audit

Thursday 10 September 2026

Three doors · one fix · one date

Your name

Suburb

Your partner

How it works. Someone who wants exactly what you do is looking for you right now. They come in through one of three doors — online, on foot, or by phone — and each door jams in its own way. Yes or no, every line. Where your partner scores you, **the owner doesn't argue**. Count the yeses, then fix the cheapest no before the call ends.

1 Digital

Scored by your partner, on their phone, in a private window. Physio + suburb, tap the listing, then open the site. Seven minutes.

THE GOOGLE LISTING

1	Physio + suburb — the clinic is in the map pack or on page one	where it landed	yes ☐	no ☐
2	The listing is claimed and the primary category is right		yes ☐	no ☐
3	Hours are right, and public holidays are set		yes ☐	no ☐
4	There is a Book link on the listing itself		yes ☐	no ☐
5	Ten or more photos, at least one from the last three months	how many	yes ☐	no ☐
6	A review in the last thirty days	date of the last one	yes ☐	no ☐
7	The owner has replied to the last three reviews		yes ☐	no ☐
8	Services are listed, and the description says who you help		yes ☐	no ☐

THE WEBSITE — "FIRST SCREEN" MEANS NO SCROLLING

9	Book Now is visible on the first screen		yes ☐	no ☐
10	What you do and where you are, on the first screen		yes ☐	no ☐
11	A tappable phone number on the first screen		yes ☐	no ☐
12	The Book button lands in a live diary — stop before confirming		yes ☐	no ☐
13	Opening hours within one tap		yes ☐	no ☐
14	A price is visible before booking		yes ☐	no ☐
15	The practitioner has a page of their own, with a photo		yes ☐	no ☐
16	That page says who they help, and has its own Book button		yes ☐	no ☐
17	An article on the site links back to their page		yes ☐	no ☐
18	Something a not-ready reader can take for their email — a guide		yes ☐	no ☐

The first miss — the one your partner hit first

Digital, yeses out of 18

2 Physical

Get up. Go out to the street. Three photos: across the road, the door, the window. Not at the clinic? Street View your address.

THE FOOTPATH

19	The clinic name is readable from across the road	yes ☐	no ☐
20	Something outside says what you do , not only who you are	yes ☐	no ☐
21	Something outside says when you're open	yes ☐	no ☐
22	A board or A-frame within a hundred metres of the door	yes ☐	no ☐
23	Something in the window at head height a passer-by would read	yes ☐	no ☐

One thing a first-timer can see — and one thing they can't

THE FIVE KILOMETRES AROUND YOU

24	Place 1 where your next client is standing today — cafe, gym, pharmacy, radiologist, club, school	name it	card there ☐
25	Place 2	name it	card there ☐
26	Place 3	name it	card there ☐

The message you'd send to the one nearest your door

Physical, yeses out of 8

3 Phone

Your partner rings you as a stranger: new client, sore back, 2pm on a Tuesday. You let it ring. If admin pick up, a two-line enquiry, hang up before booking.

WHAT THE CALLER GOT

27	Someone answered	who	yes	☐	no	☐
28	The voicemail said what to do next		yes	☐	no	☐
29	A text with the booking link came back		yes	☐	no	☐
30	Your partner would have booked	or given up where	yes	☐	no	☐

The fix — the voicemail script, the missed-call auto-text, or the email line. With the booking link in it.

Phone, yeses out of 4

TOTAL YESES OUT OF 30 ____ · THEN RANK WHAT'S MISSING BY COST

FREE · TODAY

FREE · THIS WEEK

NEEDS MONEY · PARKED

GAP ONE — FIXED ON THIS CALL

GAP TWO — BY THURSDAY 8 OCTOBER

Gap two goes on the board in Wins · Lessons · Commitments before you close Zoom. We open on it on 8 October, 12:30pm Sydney.