

Sample Digital Presence Review

Prepared as an example of the complimentary review provided to prospective customers

Sample business: North Hills Mobile Car Detailing
Location: Kellyville NSW 2155 | Review date: Illustrative sample only

This report uses a fictional business and sample observations. A real report must be based on verified public information and should be reviewed before it is sent.

1. Executive summary

North Hills Mobile Car Detailing appears well positioned to serve local customers, but its online presence could make the service easier to understand and the quote process easier to complete. The strongest immediate opportunity is a simple mobile-friendly website that clearly presents packages, service areas and a fast enquiry form.

2. Digital presence snapshot

Area	Sample finding	Status	Priority
Website	No dedicated website identified in this sample	Opportunity	High
Mobile enquiry	Customers rely on phone or profile messaging	Needs improvement	High
Google profile	Business details and reviews are visible	Working	Medium
Service clarity	Packages and inclusions are not clearly compared	Opportunity	High
Trust content	Limited space for testimonials, photos and process	Opportunity	Medium

3. What appears to be working

- A clear local service category that customers already understand.
- A service that is naturally suited to mobile enquiries and before-and-after imagery.
- Public business information that gives customers a way to make contact.
- Potential to build trust quickly through reviews, photos and transparent service packages.

4. Potential customer friction

Observation	Why it matters	Practical improvement
No owned website destination	Customers may compare competitors that explain their packages more clearly.	Create a simple website with service packages, coverage areas and a quote form.

Quote process is not structured	The owner may spend time asking the same questions repeatedly.	Use a form that captures vehicle type, service required, suburb and preferred date.
Limited trust information	New customers may not immediately understand experience or quality.	Add testimonials, before-and-after photos, a service process and clear contact details.
Service areas are unclear	Customers outside the immediate suburb may not know whether travel is available.	List priority suburbs and any travel or call-out conditions.

5. Recommended first step

One-Page Website

Founding offer: AUD \$399 (normally AUD \$799)

- Professional hero section with click-to-call and quote buttons
- Service packages section
- Service-area information
- About and trust section
- Before-and-after image area
- Mobile-friendly quote form
- Google Maps or coverage-area section
- One consolidated revision and launch support

6. Suggested page structure

Section	Purpose
Hero	Explain the service and provide immediate call and quote options.
Services	Show package choices in simple language.
Why choose us	Present experience, convenience and quality assurances.
Gallery	Show genuine before-and-after results.
Service areas	Clarify the suburbs covered.
Quote form	Capture the information needed for a useful first response.
Contact	Show phone, email, hours and business profile link.

7. Next steps

If the business is interested, the next step is a short scope confirmation. The owner provides accurate business details, service packages, service areas, contact information, logo and suitable images. A fixed proposal is then issued. No work begins until the scope and price are accepted.

Interested in a no-obligation website discussion? Reply “Yes” and we will confirm the scope before preparing anything further.