WOULD YOU HIRE YOU?

A CUSTOMER EXPERIENCE AUDIT

Most business owners have never experienced their own business as a first-time customer. They know where to click, who to call, and what to expect next. Their customers do not.

This audit asks you to step entirely out of the owner seat and into the customer seat. Score your business across four areas. Score based on what a stranger would actually experience — not on your intentions, not on what you know is coming, and not on your best-case scenario.

The most valuable thing this audit produces is usually the one thing you decide to fix immediately after completing it.

SCORING SCALE — USE THIS FOR EVERY ITEM

5 Would hire immediately and refer without hesitation. No friction. No doubt.

4 Good — above average. One or two things to polish but the experience is solid.

3 Adequate. Functional. Gets the job done but is entirely forgettable.

2 Below average. There is friction here that is actively costing you customers.

1 A first-time customer would be confused, put off, or walk away entirely.

SCORE SUMMARY

Section	Items	Max Score	Your Score
1 — First Impression	7	35	___
2 — First Contact	6	30	___
3 — Delivery Experience	5	25	___
4 — Retention + Referral	7	35	___
TOTAL	25	125	___

SCORE INTERPRETATION

105 – 125	Strong. Find the remaining specific gaps and close them deliberately.
85 – 104	Good but not remarkable. You are losing people who would have hired you.
60 – 84	Average experience. Significant friction exists and is costing you money.
Below 60	Start with Section 1. Fix the first impression before spending on advertising.

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SECTION 1 — FIRST IMPRESSION (SCORE: ___ / 35)

Does your website communicate what you do within the first 5 seconds — clearly, without any effort from the visitor? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is the most important information visible without scrolling, on any device? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Does the visual quality of your site, materials, or presence match the level of what you charge? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is there enough visible social proof — reviews, examples, credentials, client names — to build trust immediately? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is the next step completely obvious? Does a first-time visitor know exactly what to do? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Can a stranger distinguish you from your three closest competitors based on first impression alone? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Honest question: would YOU reach out to this business based solely on what you see right now? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Section 1 Total: ___ / 35

SECTION 2 — FIRST CONTACT (SCORE: ___ / 30)

How easy is it for a stranger to reach you? Is contact information visible and obvious, with no hunting required? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

How quickly would someone receive a real response to an initial inquiry? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Does that first response feel personal and specific to their situation, or does it feel automated and generic? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is the next step in the process clearly communicated in the first reply? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Does the first contact experience build confidence in you, or does it raise new questions? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Based on this first contact experience alone — would you continue the conversation? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Section 2 Total: ___ / 30

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NOTES — FIRST IMPRESSION AND FIRST CONTACT

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SECTION 3 — DELIVERY EXPERIENCE (SCORE: ___ / 25)

Does what you actually deliver match specifically what you promised — not approximately, but specifically? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Are any surprises that occur during the engagement positive rather than negative? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Do you communicate proactively throughout, or do clients have to ask you for updates and status? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is the completion of the work clearly marked — is there a moment where the client knows it is done? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

After delivery, does the client know exactly who to contact and what to do if they have questions or issues? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Section 3 Total: ___ / 25

SECTION 4 — RETENTION AND REFERRAL (SCORE: ___ / 35)

Do you follow up with clients after a project or purchase is complete — in a way that is useful to them? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Do you actively make it easy for satisfied clients to tell others about you? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Do you know specifically why your best clients stay or keep coming back? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Do you know specifically why clients stop — and have you done something about the reason? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Is there a clear, natural reason for past clients to come back or expand the relationship? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Do you stay in contact with past clients in a way that provides value to them? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Based on the complete experience from first impression to follow-up — would you refer yourself? ◯1 ◯2 ◯3 ◯4 ◯5 / 5

Section 4 Total: ___ / 35

NOTES — DELIVERY AND RETENTION

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YOUR TOTAL SCORE

TOTAL SCORE: _____ / 125 Add your four section totals above.

A score below 60 means a first-time customer is hitting friction that is actively costing you relationships and revenue. A score above 100 means you have a strong foundation — your work now is to identify the specific remaining gaps and close them deliberately. Whatever your score, the next step is the same: name the top three things to fix, assign them, and put a deadline on each one.

TOP 3 THINGS TO FIX — IN PRIORITY ORDER

Use your section notes and your lowest-scoring items. Be specific enough that someone else could verify whether the fix was done. "Improve website" is not actionable. "Add a visible call-to-action button above the fold on the home page" is.

1. _____

By when: _____ Owner: _____

2. _____

By when: _____ Owner: _____

3. _____

By when: _____ Owner: _____

NOTES