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Free growth audit

Sample 5-area growth audit

What the free audit looks like when it comes back: each area scored out of 20, what we found, and what to fix first. A fictional cafe in Islamabad. We searched for it on Google and Maps, read its Instagram, messaged it at 9 pm, and placed five test orders.

Sample | Fictional business | No client data

44 / 100

Biggest leaks first: **Measured, Answered, Converted**. The order is the plan: the area that loses the most customers is fixed first.

AREA	SCORE	WHAT WE FOUND	WHAT TO FIX, IN ORDER
Found SEO, Google Ads, Google profile	**11** / 20	The Google profile has 38 reviews and no posts in 5 months; the cafe does not show for "cafe near me" two streets away.	1. Clean up the profile: hours, menu, photos and the delivery areas. 2. Post every week, and answer every review. 3. Ask every paying table for a review by message, with the link.
Seen Social and content	**14** / 20	Reels get views, but no post says where to order or book, and the bio link is a dead menu PDF.	1. One line and one link on every post: order on WhatsApp. 2. Replace the bio link with a page that has the menu, prices and the order button. 3. Plan two reels a week around what sells best, not what is new.
Answered WhatsApp automation	**6** / 20	A message at 9:04 pm was answered at 11:40 am the next day. Delivery questions repeat all day.	1. The WhatsApp Front Desk: a greeting, the menu and the delivery areas in seconds. 2. After-hours orders captured and handed to the counter at opening. 3. Saved answers for the ten questions customers ask most.
Converted Automation and web	**9** / 20	Orders are taken by hand in chat; 2 of 5 test orders were never confirmed.	1. An order flow that repeats the order and the total back to the customer. 2. A reminder for any order not confirmed within 15 minutes. 3. One tap to reorder last week's order for regulars.
Measured Data and reporting	**4** / 20	Ads are judged on likes. Nobody can say which source brought the last 20 customers.	1. A lead sheet with a source on every order: ad, Google, walk-in or referral. 2. The Meta pixel and conversions on the order button. 3. Cost per customer each month, by source, and what to cut.

How each area is tested. **Found:** Google Maps, Search and reviews: do the people looking for you find you? **Seen:** Instagram, reels and the brand: do they remember you? **Answered:** We message you at 9 pm and time the reply. **Converted:** Booking, ordering, COD and the website: does interest become a sale? **Measured:** Tracking, a lead sheet and cost per customer: do you know what works?

90 The 90-day plan

WHEN	WHAT GETS DONE
Days 1 to 30	Tracking and the lead sheet; the WhatsApp Front Desk; Google profile cleanup.
Days 31 to 60	The order flow with confirmations; Meta ads to WhatsApp in the cafe's own account.
Days 61 to 90	Review requests running; the first full month of cost per customer, and what to cut.

→ What it would take

Growth Systems, from PKR 60,000 a month. Found on Google, answered on WhatsApp in minutes, inquiries turned into customers, and the numbers in front of you every month. Setup is inside month one; three months minimum, then monthly. Ads run in the cafe's own accounts.

? What the real audit needs from you

- ✓ Your website or Instagram, and your Google profile link
- ✓ Your city, and the areas you serve or deliver to
- ✓ What a customer is worth to you, roughly
- ✓ The monthly ad budget you can fund, if any

This sample is fictional: the business, the numbers and the findings are made up to show the format. A real audit is written for one business, usually within 48 hours, and no quote is sent before the audit call.

This sample is also on the web at qelv.io/pakistan/growth-audit/sample/.

Get your own audit, free.

Five areas scored, in writing, usually within 48 hours. No quote is sent before the audit call.

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