



FULLBLOWN
DIGITAL

5 SIGNS YOUR BUSINESS IS INVISIBLE ONLINE

Even if You're Posting Everyday.

A Free Digital Health Check Checklist

For Philippine Business Owners

Diagnose · Prescribe · Grow



By Fullblown Digital

We do not sell packages. We prescribe what a brand actually needs.

fullblowndigital.com | info@fullblowndigital.com | 0907-717-7777

Digital Health Check Checklist

Before You Spend More on Marketing, Check This First

Many business owners think the solution is to post more, boost more, or redesign everything. But sometimes, the real problem is not activity. It is invisibility.

Your business may be online, but customers still cannot clearly find you, understand you, trust you, or take the next step.

This checklist helps you diagnose the first priority gap before investing in another marketing solution.

Fullblown Digital Principle

Diagnose first. Prescribe second. Grow with clarity. Marketing should start with clarity - not guessing, not random posting, and not another generic package.

Inside this checklist

- Sign 1: People can't find you when they search
- Sign 2: Your page is active, but inquiries are low
- Sign 3: People visit, but don't trust yet
- Sign 4: Your offer is not clear in 5 seconds
- Sign 5: There is no simple path from interest to inquiry
- Quick Visibility Scorecard + recommended next step

Symptom

Customers ask where you are located, what you offer, or how to contact you even though you already have a Facebook page, Instagram profile, or website.

Diagnosis

Your online visibility may be weak across Google, Facebook, Maps, or search results. Being online does not always mean being findable. Many Philippine SMEs have a Facebook page, but their business information is incomplete, inconsistent, or hard to discover when customers search.

Check These First

- Can people find your business name on Google?
- Is your Google Business Profile complete?
- Are your address, hours, phone number, and links updated?
- Do your social media profiles clearly show what you offer?
- Can customers easily find your location or service area?

First Fix

Make sure your core business information is complete and consistent across Google, Facebook, Maps, and your website.

Quick Self-Check

Visibility:



Symptom

You post regularly, but few people comment, message, book, or ask for prices.

Diagnosis

Your content may be visible, but it may not be converting attention into action. Posting more is not always the solution. Sometimes the real issue is that your content does not clearly explain the problem you solve, why customers should trust you, or what they should do next.

Check These First

- Do your posts explain the problem you solve?
- Do customers know who your offer is for?
- Do people know what to do after reading your content?
- Are your offers easy to understand?
- Do you have clear call-to-action prompts?

First Fix

Add a simple next step to every important post: message us, book a consultation, request a quote, visit our page, ask for the menu, send us your location, or request a Digital Health Check.

Quick Self-Check

Content Clarity:



Symptom

People view your page or website, but hesitate to inquire. They see you, but they do not feel ready to message you.

Diagnosis

Your digital presence may lack trust signals. For many Filipino customers, trust comes before inquiry. They want to see proof that your business is active, real, professional, and reliable. If your page has no reviews, real photos, proof of work, updated posts, or clear contact details, customers may leave even if they are interested.

Check These First

- Do you show reviews, testimonials, or customer feedback?
- Do you have real photos of your business, team, products, or work?
- Do you show proof of results or completed projects?
- Is your branding consistent and professional?
- Does your page feel active and updated?
- Can people see that real customers trust you?

First Fix

Add visible proof: reviews, testimonials, before-and-after examples, customer photos, completed work samples, behind-the-scenes content, certifications, and real business updates.

Quick Self-Check

Trust Signals:



Symptom

New visitors cannot quickly tell what you sell, who it is for, or why they should choose you. They land on your page, but they still feel confused.

Diagnosis

Your brand message may be unclear. A confused customer usually does not inquire. Your page should quickly answer: what do you offer, who do you help, what result do you provide, why should people trust you, and what should they do next?

Check These First

- Is your headline clear?
- Can customers understand your main service immediately?
- Do you explain who you help?
- Do you show what makes your business different?
- Is your offer easy to understand without scrolling too much?

First Fix

Use this message formula: We help [specific customer] get [specific outcome] through [service/product]. Example: We help local food businesses create a professional online presence that brings more inquiries and repeat customers.

Quick Self-Check

Offer Clarity:



There Is No Simple Path From Interest to Inquiry

Symptom

Customers are interested, but they do not know where to click, message, book, or buy. They may like your post, view your page, or visit your website, but they do not take the next step.

Diagnosis

Your conversion path may be broken or confusing. Many businesses lose leads not because people are uninterested, but because the next step is unclear. Too many buttons, unclear links, missing contact details, slow replies, or confusing offers can stop a customer from inquiring.

Check These First

- Is your CTA easy to find?
- Is your Messenger link working?
- Is your website button clear?
- Do customers know what happens after they inquire?
- Are there too many choices on one page?
- Is your response process simple and fast?

First Fix

Create one main path: See offer → Trust the proof → Click CTA → Send inquiry → Get response. Keep it simple. A confused customer often leaves.

Quick Self-Check

Conversion Path:



Quick Visibility Scorecard

Score each area from 1 to 5. If any area scores 2 or below, that is likely your first priority digital gap. Do not fix everything at once. Fix the highest-impact gap first.

Area	1	2	3	4	5	Notes
Visibility	☐	☐	☐	☐	☐	
Content Clarity	☐	☐	☐	☐	☐	
Trust Signals	☐	☐	☐	☐	☐	
Offer Clarity	☐	☐	☐	☐	☐	
Conversion Path	☐	☐	☐	☐	☐	

What Your Score Means

- 5 = Strong** This area is working well. Keep improving and measuring.
- 4 = Good** This area is functional. Optimize what is already working.
- 3 = Average** This area is okay, but it may still be limiting inquiries.
- 2 = Needs Work** This may be blocking customers from trusting or contacting you.
- 1 = Critical** Fix this before spending more on ads, campaigns, or redesigns.

What To Check Before Spending More

Before investing in ads, content, SEO, or a website redesign, ask these five questions. The goal is not to do more marketing activity. The goal is to find the real gap that is blocking growth.

1 Can customers find us?

2 Do they understand what we offer?

3 Do they trust us enough to inquire?

4 Is the next step clear?

5 Are we fixing the real problem or just adding more activity?

Remember

Marketing works better when the business gap is clear. That is why Fullblown Digital starts with diagnosis.



FULLBLOWN
DIGITAL

Ready to Find Your First Priority Digital Gap?

Before buying another package, boosting another post, or redesigning your website, find out what is actually blocking your online growth.

Request a Digital Diagnosis

Fullblown Digital

Diagnose · Prescribe · Grow

We do not sell packages. We prescribe what a brand actually needs.

fullblowndigital.com | info@fullblowndigital.com | 0907-717-7777