

Digital Presence Scorecard Quotation

Overview

The **Digital Presence Scorecard** is a quick, 2-page audit that evaluates:

- How your café or restaurant currently appears online
- Identifies simple opportunities to improve visibility, attract more customers, and strengthen your digital presence

What We Evaluate

1. Social Media Presence

- Instagram profile, activity and engagement
- Facebook page setup, activity and engagement

2. Google Business Profile

- Search visibility on Google
- Google Maps presence
- Menu details
- Reviews and ratings overview

3. Website Review (If Available)

- Basic usability, accessibility, and load time
- Key information visibility (menu, contact, location)

What You Will Receive

A **2-page** Digital Presence Scorecard PDF including:

- Overall snapshot of your current online presence
- Strengths and areas that are working well
- Key gaps or missed opportunities
- Actionable recommendations to improve digital presence

FREE

Post-Delivery Consultation

One complimentary call to walk you through the scorecard and answer any questions.

How This Helps Your Business

- ✓ Understand how customers currently find you online
- ✓ Identify opportunities to improve visibility
- ✓ Make it easier for customers to discover your café
- ✓ Improve trust through stronger online presence
- ✓ Get clear action steps for improvement

Timeline

Your Digital Presence Scorecard will be delivered within **2-3 business days*** after receiving the required information from the client:

- Business name
- Location
- Google profile link
- Instagram page (if available)
- Facebook page (if available)
- Website link (if available)

Investment

Price: ₹1,999

Includes:

- 2-page Digital Presence Scorecard
- One post-delivery explanation call

*Timelines may vary depending on project complexity and availability.

