

The Visibility Lab: Digital Front Door Scorecard



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|----------------------------|-----------------------------|
| Institution Name: _____ | Your Name & Title: _____ |
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PHASE 1: THE INCOGNITO LOCAL AUDIT

Open an Incognito browser window on your laptop or mobile device. Search conversational terms matching family intent, such as: **"Private schools near me"** or **"Catholic education in [Your City]"**.

1. Google Map Presence (The Local 3-Pack)

- Tier 1: Top 3 maps page results Tier 2: Present, but buried/hidden Tier 3: Completely invisible

2. Google Business Profile Status

- Do you officially own & claim your listing? Yes No Unsure
- Are your operating hours, address, and metrics 100% accurate? Yes No

3. Default Visual Mapping Cover Photo

- What does Google show users by default when they tap your profile?
- Beautiful, high-taste photo capturing actual campus/student life
- An ugly, automated Google Street View picture of the concrete road/intersection

4. Trust Verification Metrics

- Total Number of Reviews: _____ Average Star Rating: _____ Stars
- Age of your most recent public review:
- Days old Months old Years old / No reviews present

PHASE 2: THE COMMODITY COPY CLEANSE

Navigate to your website's primary digital touchpoints: your Homepage, "About Us", or "Admissions" sections.

1. The Commodity Cliché Audit

- Scan your content copy. Place a checkmark next to any of the following duplicate phrases currently sitting on your public pages:
- "...faith-filled environment..." "...academic excellence..."
- "...caring or welcoming community..." "...developing the whole child..."

2. Live Narrative Transformation Workspace

Identify one generic, commodity sentence from your current platform. Use the space below to rewrite it using a concrete, story-first image or expert-led proof of work (e.g., swapping an abstract claim for a specific description of your unique school community).

Our Current "Commodity" Line:

Our New "Story-First" Narrative:

PHASE 3: TECHNICAL INFRASTRUCTURE PULSE CHECK

Open your school or parish web portal directly on your personal mobile phone.

1. The Mobile Speed Loading Test

Count out loud. How many seconds does it take for your homepage layout to completely render graphics and assets?

Total Loading Time: _____ seconds (Target Baseline: Under 3.0 Seconds)

2. The 2-Click Action Challenge

Attempt to locate your current tuition rates or the "Schedule a Tour" interface starting directly from your mobile home viewport.

Number of active clicks required to reach target: _____ clicks

Was text readable instantly without pinching or manual screen zooming? Yes No

MY 30-DAY VISIBILITY ROADMAP

Based on your diagnostic evaluations during today's workshop, map out your three high-priority action initiatives.

1. IMMEDIATE TECHNICAL FIX:

2. LOCAL FOOTPRINT & MAP UPDATE:

3. NARRATIVE STORYTELLING REWRITE:

Want an Expert Eye on Your Scorecard?

Bring this completed worksheet to Eduardo at the **Cuervo Media booth** in the main hall. We will run a complimentary, comprehensive technical scan of your domain and give you immediate, direct feedback on your narrative copy strategy.