

AEO ZONE

Customer Journey Self-Audit

Experience your business from the customer's point of view.

Discovery

1. Can customers quickly understand what you do?
2. Are your hours, location, service area, and contact details accurate?
3. Do reviews and authority signals create trust?

Contact

1. Is there one obvious next step?
2. Do forms work on mobile?
3. Can customers text or call easily?
4. What happens after hours?

Decision

1. Are pricing, process, timing, and expectations explained clearly?
2. Are common objections answered?
3. Is follow-up consistent without being confusing?

After the Sale

1. Do customers receive confirmation and updates?
2. Do you request feedback, reviews, repeat business, and referrals?

Next Step: Take the Free Revenue Authority Score™ at AEOZone.com or explore the \$197 Business Growth Assessment™.

Educational resource only. Results and financing are not guaranteed.