

12 checks to see whether your industrial website generates opportunities

Check the statements that describe your company today.
Use the results below to assess your digital presence.

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|---|---|
| ☐ Your website was built years ago and no longer reflects your technical capabilities. | ☐ Your company does not appear on Google for services it performs every day. |
| ☐ Google Ads uses a monthly budget but generates few useful inquiries. | ☐ Quote requests fall below your available production capacity. |
| ☐ New customers come almost entirely through referrals. | ☐ Smaller competitors rank ahead of you for the same search terms. |
| ☐ Technical services are described vaguely or incompletely. | ☐ Your website loads slowly and is difficult to use on a phone. |
| ☐ Your digital communication falls short of your customers' expectations. | ☐ There is no defined strategy: each channel operates independently. |
| ☐ Your social profiles have been inactive for months or lack direction. | ☐ Your technical advantages are unclear to buyers comparing suppliers. |

What your results suggest

0-3 checked

Your digital presence is reasonably structured. Review the items you checked.

4-7 checked

Clear gaps may be costing your business opportunities every month.

8-12 checked

Your digital presence may be costing more opportunities than it appears. An assessment is worthwhile before investing in another channel.

Want an assessment of your industrial business?

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