



# The **5-Point** Digital Presence Checklist.

For property and construction businesses.

# 01

## A website that **reflects the quality** of your work.

For a high-value service, your website is the credibility check. Outdated design, slow load times or thin content all undermine that first impression, regardless of how strong your actual work is.

- Homepage clearly states what you build, where, and for whom.
- Portfolio showcases completed projects with quality photography.
- Services and process are explained clearly, without jargon.
- Contact information and a clear call to action are visible on every page.
- Website loads in under three seconds on mobile.
- Testimonials or client references are visible on the homepage.

# 02

## A complete and active **Google presence.**

Your Google Business Profile is often the first thing a potential client sees, and it can appear above your website in local search results. It's also a key signal for AI tools when answering local queries about builders and developers in your area.

- Google Business Profile is claimed and fully completed.
- Business description accurately describes your services and specialisation.
- Photos include completed projects, team, and work in progress.
- You have at least 10 genuine reviews, and respond to all of them.
- Contact information matches your website exactly.
- Google Posts are updated at least monthly.

# 03

## Social media that **documents your work** in progress.

Social media for construction and property doesn't need to be flashy. It needs to be consistent and authentic. Progress updates, before-and-after content, team spotlights and completed project reveals demonstrate capability in real time, week by week.

- At least one active social channel (LinkedIn for commercial; Instagram for residential).
- Posting at least 8 times per month across the year.
- Content includes project progress, completed work, and team stories.
- Branding is consistent: colours, fonts and tone match your website.
- Profile information (bio, contact, link) is complete and current.

# 04

## A regular touchpoint **with your network.**

Past clients, architects, engineers, referral partners and industry contacts are your most valuable marketing asset. But networks fade when they aren't maintained. A monthly email newsletter is one of the most cost-effective ways to stay front of mind. It doesn't need to be long. It just needs to be consistent.

- An email list exists with past clients, prospects, and referral partners.
- A newsletter or project update goes out at least once a month.
- Content includes recent project updates, team news, or industry insight.
- Every email includes a clear way to make contact or refer.

# 05

## Visibility in search and **AI tools.**

When a prospective client, or their adviser, searches for a property developer or builder in your area, do you appear? Not just on Google, but in AI tools like ChatGPT and Perplexity, which are increasingly used for professional research and vendor discovery.

- Website pages are optimised for relevant search terms (e.g. "property developer Brisbane", "residential builder [suburb]").
- Each service page has a unique title tag and meta description.
- Website content uses FAQ-style sections that AI tools can cite.
- Schema markup is present (LocalBusiness, Service types).
- You appear in the Google Local Pack for relevant searches.
- Blog or project content is published regularly (quarterly at minimum).

NEXT STEP

# Ready to put this **into practice?**

Book a free 20-minute discovery call. We'll look at your business specifically and tell you exactly where to start, what to fix first, what can wait, and what's worth investing in over the next twelve months.

LET'S TALK

## Let's talk about your business.


No obligation. No hard sell. Just a conversation about what's possible for your business.



QUICKEST WAY TO CONNECT

## Book a 20 min Discovery Call

[BOOK A CALL NOW](#)

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