

STRENGTHENING YOUR ONLINE FOUNDATIONS



Challenge 4 Module 2 WORKSHEET

Challenge 4 Module 2

Strengthening Your Online Foundations

Overview

Before content can work, the basic platforms must look clear and professional.

Customers often check several sources before contacting a tradesperson.

Your online presence should create confidence.

Confusion or inconsistency can reduce enquiries.

This module focuses on strengthening the core online platforms every electrician should have.

Why This Matters

S.P.A.R.K.S. Pillar: Awareness

Customers often research a business before making contact.

They compare businesses based on what they see online.

Strong online foundations:

- Increase trust
- Improve credibility
- Support word-of-mouth referrals
- Generate more enquiries

Your marketing becomes far more effective when the foundations are solid.

Module 2 Task 1

Review Your Google Business Profile

1. What is required

Check that your profile includes:

- Accurate contact details
- Clear service description
- Service area
- Photos of completed work
- Customer reviews

Write down any missing information.

2. Learning outcome

You identify gaps in your Google Business Profile that may be reducing visibility, trust, and enquiries.

3. Evidence required

Upload a screenshot of your Google Business Profile and your list of missing information in the **Module 2 Task Post** comments section.

Tips for mastery

View your profile as if you were a homeowner seeing it for the first time.

Would you feel confident contacting your business based
on what you see?

Module 2 Task 2

Review Your Facebook Page

1. What is required

Check the following:

- Profile image
- Cover image
- Business description
- Contact details
- Recent activity

Write down anything that needs improvement.

2. Learning outcome

You understand how your Facebook page currently presents your business and where improvements can increase credibility.

3. Evidence required

Upload a screenshot of your Facebook page and your list of improvements in the **Module 2 Task Post** comments section.

Tips for mastery

Customers often judge professionalism within seconds.

Make sure your page looks active, relevant, and trustworthy.

Module 2 Task 3

Review Your Website

1. What is required

Check whether your website clearly shows:

- What you do
- Where you work
- How customers contact you
- Evidence of previous work

Make a short list of improvements required.

2. Learning outcome

You identify whether your website answers the key questions customers ask before making contact.

3. Evidence required

Upload your list of website improvements in the **Module 2 Task Post** comments section.

Tips for mastery

A good website should answer the customer's main questions
in less than 30 seconds.

Clarity creates confidence.



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