

Instructions:

Please fill out the information as best you can below. If you don't know the answer, just leave it blank. Contact us at Click IT if you need help.

Contact Information:

Your Name: _____ Title: _____

Company: _____ In Business Since (Year): _____

Your Phone: _____ Email: _____

Website to be analyzed: _____

Questions:

Name your toughest competitor, and why?

What are your top selling Features, Advantages & Benefits (FAB) of your products and services?

Budget:

What's your annual budget for on-line marketing? \$_____ Not yet established



Website / Internet-Presence Checklist

1. Does your website pass Google's Mobile Friendly Test?
<https://www.google.com/webmasters/tools/mobile-friendly/>
 Yes No
2. Phone Number: Easy to Find? Yes No Tap to Call? Yes No
3. Logo in header on every page? Yes No
4. Contact Us Page? Yes No
5. Map/ Directions: Yes No N/A
6. Lead Magnet / Call to Action. Is there a time-limited special offer?
 Yes Weak Strong No
7. Lead Capture Form on Home Page / Key Pages? Yes No
8. Automated Follow-Up Process / Email Newsletter? Yes No
9. Social Media:
 Facebook Google+ LinkedIn Twitter YouTube
10. Social media accounts linked to website? Yes No
11. How frequently are you posting content to social media?
 Daily 2-3 x / Week Weekly Monthly
12. Video? Yes No On Home Page

Search Engine Optimized? Yes No

Testimonial videos? Yes No

People today are more likely to watch a video than read text. People are more likely to buy a product or service after watching a video explaining its benefits. Websites with videos hold visitors' attention longer and get extra points from Google.



13. Social Proof / Customer Reviews: How Many? _____

Most recent: _____

Ratio of positive / negative _____

Location of Reviews: On-Site Google Facebook

Yelp Other: _____

14. Well Written "About Us" Page with photos of owner/family? Yes No

Your "About Us" Page should clearly and powerfully distinguish you from similar companies and answer questions like: How did you get into this business? What is your professional training and experience? What are your credentials/successes? What makes you different from /better than similar businesses serving the same area? Why should customers choose your company over other companies providing the same services and serving the same area? Avoid clichés. Be specific. Give examples of what makes you unique and the top choice for your perfect customer.

15. External listings / citations

Acxiom Factual Infogroup Localeze

Out of top 20 directories Complete Incomplete

"As Seen In" Google, Manta, SuperPages, YellowPages, and other online directory listings, are like a virtual Chamber of Commerce, helping prospective customers find you online, and lending credibility to your business. They also provide high-value backlinks that can help your website rank on Page 1 of search results.

16. Professional / engaging images / graphics Yes No

17. Content:

Well-written description for each product / service (at least 500 words each)

Optimized for product/service/service area? Yes No

Linked to other product/service pages? Yes No

Optimized Location Pages for each product/service? Yes No

18. Logical navigation menu: Yes No



19. Professional Badges:

Chamber Member Professional Association

Other: _____

20. Privacy and terms of service notices in footer? Yes No

21. FAQs? Yes No

A frequently asked questions (FAQ) section answers questions before people ever pick up the phone and it helps build trust and confidence in your business. Consider Video FAQs. Video helps you get high quality content for your website and you can use that video to make connections on social media as well.

22. Blog on Site? Yes No

Your website needs to be fed fresh content regularly: company news, consumer tips, helpful advice, special or seasonal offers, FAQs, featured customers, featured employees, and more. Videos are ideal content. Videos can be transcribed so they do double duty as both video and written content for your website and social media accounts. Take photographs and talk about them on your website. Fresh content will help your website perform well in search results and reach your targeted audience when they are thinking of buying what you provide.

22. Integrated Marketing Plan. Yes No

Evaluate your entire marketing process and how your website and online marketing fit into the total picture. Your website is the “heart” or core of your overall online marketing plan. Print promotions (letters to customers, postcards, print ads) should send people to your “online home” to sign up for a special offer or a chance to win / contest so that you can capture their contact information and follow up with email on a monthly basis.

Determine how you are going to use your website to attract and build a list of your perfect customers. What kind of content / special offers are needed to attract your perfect customers and keep them buying from you or referring new customers to you? How will you continue communicating with your customers after you have obtained their contact information?

Your website should work as a customer support tool and a friendly resource for high quality information that is useful and helpful to your customers.

When your website includes all, or a large percentage, of the above essentials, your company will attract more perfect customers in need of your products / services.

