

Marketing Audit & Checklist

Directions

Using this Marketing Audit & Checklist is easy. Simply answer each question as objectively as possible. Remember, the goal is to increase the profitability of your website. It's not to "get the right score". Nor is it about ego.

Answer honestly and you're guaranteed to find areas of improvement for your website and other online marketing strategies.

NOTE: If you do not understand something or if you're not sure about your answer then please check "No".

Objective	Yes	No
1. Does your website clearly convey your company's USP (Unique Selling Proposition)?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you have an opt-in form to capture email addresses?	<input type="checkbox"/>	<input type="checkbox"/>
3. Are you giving away a valuable freebie in exchange for a visitors email address?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you have an Explainer video on your home page?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you utilize separate landing pages for specific products and services?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you send automated follow-up emails to build the relationships?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you have a YouTube channel?	<input type="checkbox"/>	<input type="checkbox"/>
8. On your YouTube channel do you create short but valuable "Education Based" videos to help your target market make a good buying decision?	<input type="checkbox"/>	<input type="checkbox"/>
9. Are you a published author? Meaning have you published a print book for credibility and authority in your marketplace?	<input type="checkbox"/>	<input type="checkbox"/>
10. Do you send out broadcast emails, text messages, Tweets and Facebook posts about special deals or events?	<input type="checkbox"/>	<input type="checkbox"/>
11. Do you run time limited special promotions for customers only?	<input type="checkbox"/>	<input type="checkbox"/>
12. Do you survey your customers to find out what they want most?	<input type="checkbox"/>	<input type="checkbox"/>
13. Do you offer up-sells and cross sells after a customer has made an initial purchase?	<input type="checkbox"/>	<input type="checkbox"/>
14. Do you issue press releases on a regular basis to introduce new products, services and other newsworthy topics?	<input type="checkbox"/>	<input type="checkbox"/>
15. Is your website mobile friendly and optimized?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do you encourage good customers to leave online review on Yelp and Google?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do you partner with other local, non-competing businesses to cross promote each other?	<input type="checkbox"/>	<input type="checkbox"/>
18. Do you have your business listed in the Top 15 Local Directories? Ex., Have you claimed your Google Local listing?	<input type="checkbox"/>	<input type="checkbox"/>
19. Have you tested Google and/or Facebook ads to attract customers?	<input type="checkbox"/>	<input type="checkbox"/>
20. Do you market to former customers to bring them back?	<input type="checkbox"/>	<input type="checkbox"/>

Give Yourself 1 point for every YES answer.

19-20	Congratulations your business is doing well. If not, then there is probably 1-3 things missing that we can help you identify.
15-18	Your business is doing okay but you're missing some critical components to make it much more profitable.
<15	You're not alone. Over 95% of all businesses fall into this area. Contact us today to help.

NEXT STEP: Contact us today and take advantage of a FREE Marketing Review and Consultation. We'll go over this checklist in detail and show you where and how to maximize your marketing efforts! Contact us here today at:

<http://bizwebconsultancy.com/contact>