ONLINE MARKETING AUDIT

INTRODUCTON

To be successful online you need a full-scale digital presence along with a comprehensive traffic getting strategy. Ultimately your aim is to get your business seen by more people in more places across the web.

Not only does your online presence and marketing need to look great, most importantly it has to be 'effective'. Get it right and you'll end up with more email subscribers, followers, app users, website visitors, and raving fans than your competitors. The result... more leads and sales for your business!

HOW TO USE: *This online branding and marketing checklist will help you determine whether you have all of the elements in place for a thriving online business. Simply mark off all the items you currently have in place to discover new areas of opportunity and improvement.*

BUSINESS DETAILS

Who are you? What do you do? What benefit do I [your customer] get?

Business Name: _____ **Industry Type:** _____

Your Unique Selling Proposition [USP]: _____

[Describe your business and why it's unique in 1-2 sentences]

_____

Product/Service Features: _____

[What does your product/service do that is unique or different?]

_____

Product/Service Benefits: _____

[How does your product/service make people's lives better?]

_____

What exactly do you want to achieve with your website and online marketing? ☐ Brand ☐ Traffic ☐ Leads

[What specifically do you want to achieve or improve?]

_____

ONLINE PRESENCE

Where can people currently find you online?

☐ **Website/s:** ☐ Main Website _____ ☐ Other Sites: _____

[List Mini-sites, Landing Page URLs here:]

_____

☐ **Social Profiles:** ☐ Facebook ☐ Twitter ☐ Google+ Local ☐ LinkedIn ☐ YouTube ☐ Others:

[List the URLs or Profile Names here:]

_____

☐ **Business Directories:** ☐ Yelp ☐ WP/YP ☐ TrueLocal ☐ StartLocal ☐ HotFrog ☐ Others:

[List your top 3 online competitors here:]

_____

☐ **Online Competitors:** _____

[List your top 3 online competitors here:]

_____

WEBSITE STRUCTURE

Is your website optimised for people as well as the search engines?

☐ **Core Pages:** ☐ Home ☐ Products/Services ☐ Why Us ☐ Testimonials/Reviews ☐ About Us ☐ Contact Us
☐ **Other Pages:** ☐ Shop ☐ Pricing Table ☐ Lead Magnet ☐ FAQs | ☐ Sitemap ☐ Privacy ☐ Terms
☐ **Media/Images:** ☐ Product Pics ☐ Brand/Logos ☐ Generic/Stock Pics ☐ Videos
☐ **Design/Layout:** ☐ Corporate ☐ Blog/Mag ☐ Creative ☐ Landing/One Page ☐ eCommerce | ☐ Boxed ☐ Wide
☐ **On-Page SEO:** ☐ Google+ Authorship ☐ Other Structured Data ☐ XML Sitemaps ☐ Robots.TXT File ☐ Page Titles & Meta Descriptions ☐ H1 Tags ☐ Permalinks ☐ Duplicate Content ☐ Internal Linking ☐ Broken Links ☐ Image Tags ☐ WWW. Redirection ☐ Page Load Speeds
☐ **Keyword Research:** ☐ Target Keywords List [3-12] ☐ Related Keywords List [60-100]

[List the top 3 keywords you want to rank for here:]

_____

MOBILE READY

Does your website display correctly on mobile devices such as mobile phones and tablets?

☐ **Mobile Optimised:** ☐ Responsive Website ☐ Standalone Mobile Website ☐ Mobile App

TRUST & CREDIBILITY

When people visit your website do they trust you enough to believe your promises?

☐ **Trustworthy Brand:** ☐ Professional Style/Design ☐ Professional Copy/Text ☐ Money Back Guarantee ☐ Other:
☐ **3rd Party Proof:** ☐ Testimonials ☐ Reviews ☐ Case Studies ☐ Endorsements ☐ Awards ☐ Co-Branding/Alliance

ONLINE REPUTATION*

What are people saying about you online? Do you have a strategy to build, market & maintain a 5-Star Reputation?

☐ **Current Reviews:** ☐ Directories: _____ ☐ Review Sites: _____
[Google your business name and/or visit: www.internetmarketerinc.com/reputationreport/]

_____

☐ **Current Reputation:** ☐ # Good Reviews: _____ ☐ # Bad Reviews: _____
☐ **Review Capturing:** ☐ Claimed Directories/Review Sites ☐ Branded Review Capture Page ☐ Bad Review Filtering ☐ Branded Review Capturing Promotional Materials ☐ Video Reviews ☐ Reputation Training
☐ **Review Posting/Marketing:** ☐ Directories/Review Sites ☐ Your Website ☐ Social Media Sites ☐ Sales Process
☐ **Review Management:** ☐ Review Monitoring [Daily, Weekly] ☐ Review Filtering ☐ Review Responses [Good & Bad]
☐ **Reputation Culture:** ☐ Reputation Marketing Training Videos ☐ Staff Quiz/Assessment

AUTHORITY & EXPERTISE

Does your website teach and educate people, as well as provide genuine solutions to their problems?

☐ **Website Content:** ☐ Page Content ☐ Blog Posts ☐ Reviews ☐ Case Studies
☐ **Education Tools:** ☐ Reports ☐ Checklists ☐ Video Series ☐ Podcasts ☐ Webinars ☐ Other:

BUILD LIST/COMMUNITY

How will you build [and stay in touch with] a community of people who are interested in what you do?

☐ **Email Subscribers:** ☐ Optin/Signup Form [Popup, Sidebar, Page/Post, Footer, Slide In] ☐ Comment Form Check Box ☐ Squeeze Page ☐ Landing Page ☐ Webinar Registration Page ☐ Product Launch Page ☐ Banner Ad/Call Out
☐ **Email System:** ☐ MailChimp ☐ OfficeAutopilot ☐ Infusionsoft ☐ Aweber ☐ Vision6 ☐ Other:
☐ **Facebook Fans:** ☐ FB Like Box [Popup, Sidebar, Page/Post, Footer, Slide In] ☐ FB Like Button [Page/Post, Footer, Header] ☐ Facebook Fan Gate [Custom Tab]
☐ **Mobile App Users:** ☐ Mobile App Download Page ☐ App Store Listing [Google Play, Apple iTunes, Windows Phone]
☐ **Other Social Media:** ☐ Social Follow Buttons/Icons - Facebook, Twitter, LinkedIn, Google+, YouTube, Other:

LEAD MAGNET

What can you offer people [of high perceived value] to entice them to opt in to your mailing list [or perform other CTA]?

☐ **Dollar Incentive:** ☐ Discount [$ or %] ☐ Credit Voucher ☐ Free Trial ☐ Bundles/2For1 ☐ Loyalty Programs
☐ **Info Incentive:** ☐ Report ☐ Checklist ☐ Video Series ☐ Webinars ☐ Free Consultation ☐ Other:
☐ **Other Incentive:** ☐ Giveaways/Contests ☐ Software ☐ Limited Offers ☐ Other:
☐ **Mechanism:** ☐ Optin [Email] to Request/Unlock/Download ☐ Like/Share to Unlock/Download

CONTACT/SUPPORT/FEEDBACK

How do you want people to be able to make contact with you?

☐ **Shopfront/Office:** ☐ Address ☐ Google Maps Integration
☐ **Live Support:** ☐ Phone ☐ Live Chat Widget ☐ Skype Chat
☐ **Contact Form:** ☐ Contact Page Form ☐ Slide In Form ☐ Lightbox Form
☐ **Support:** ☐ Feedback Tab ☐ Help Desk
☐ **Social:** ☐ Facebook ☐ Other Social Profiles:
☐ **Local Directories - Maps:** ☐ Google+ Local Page [Google Maps] ☐ Yelp Business Page [Apple Maps]

COMMUNITY DISCUSSION/INTERACTION

How will you allow people to join in and be part of the discussion?

☐ **Blog Comments:** ☐ Social Media Integrations ☐ Comment Thankyou ☐ Comment Alerts ☐ SPAM Protection
☐ **Social Sharing:** ☐ Social Share Buttons [Posts & Pages] - Facebook, Twitter, LinkedIn, Google+, YouTube, Other:
☐ **Social Comments:** ☐ Facebook – Comments, Likes, Mentions/#Tags ☐ Twitter - Re-Tweets, #Tags ☐ Other Social:

CONTENT CREATION/CURATION

What is your preferred way of creating new marketing content?

☐ **Content Type:** ☐ Text/Article ☐ Video ☐ Audio ☐ Images ☐ Other:
☐ **Content Re-Purposing:** ☐ Text-to-Video ☐ Video-to-Text

CONTENT MARKETING/PROMOTION

How are you going to promote your products and services to your community?
[Note: It's best to focus on one channel and do it well rather than try and do everything]

☐ **Authority Blogging:** ☐ Blog Posts [good for SEO!] ☐ Guest Posting [3rd Party Blogs]
☐ **Email Marketing:** ☐ Email Broadcasts ☐ Email AutoResponders [Evergreen Content & Sales Funnel]
☐ **Facebook Marketing:** ☐ Posts/Status Updates [Links, Images, etc.]
☐ **Mobile Marketing:** ☐ SMS Marketing ☐ Mobile App Push Notifications
☐ **Other Social Marketing:** ☐ Twitter ☐ Google+ Local ☐ LinkedIn ☐ YouTube ☐ Pinterest ☐ Others:
☐ **Website Notifications:** ☐ Top Bar ☐ Bottom Bar ☐ Popup ☐ Slide In
☐ **Automated Marketing:** ☐ Blog > Branded Social Sites ☐ Facebook > Blog + Social Sites [Twitter, Google+...]

CONTENT SYNDICATION

What other ways can you get more of your content noticed by more people online?

☐ **Social Sharing [Your Sites]:** ☐ Facebook ☐ Twitter ☐ Google+ Local ☐ LinkedIn ☐ YouTube ☐ Others:
☐ **Social Sharing [3rd Party]:** ☐ Facebook ☐ Twitter ☐ Google+ Local ☐ LinkedIn ☐ YouTube ☐ Others:
☐ **Content Sharing Sites [Off-Page SEO]:** ☐ Other Blogs ☐ Article Sites ☐ Press Release Sites ☐ Video Sites ☐ Podcast Sites ☐ Doc Sharing Sites ☐ Slide Sharing Sites ☐ Social Bookmarking Sites ☐ Others:

SELLING ONLINE/ECOMMERCE

Do you want to sell your products and services online?

☐ **Shop Requirements:** ☐ One-Time Transactions ☐ Subscriptions ☐ Digital Products ☐ Physical Products ☐ Simple Products ☐ Variable Products ☐ Product Bundles ☐ Coupons/Discount Codes ☐ Accounting Integration
☐ **Shopping Cart System:** ☐ WooCommerce ☐ Easy Digital Downloads ☐ DAP ☐ Warrior/JVZoo/CB ☐ Other:
☐ **Membership System:** ☐ Wishlist ☐ DAP ☐ aMember ☐ s2Member ☐ Warrior Press ☐ Other:
☐ **Payment Gateway:** ☐ PayPal ☐ Bank Gateways ☐ eWAY ☐ SagePay ☐ Other:
☐ **Sales System/Strategy:** ☐ None [Browsing] ☐ Freemium [Trial/Sample/Access] ☐ Webinar ☐ Product Launch ☐ Deal of Day ☐ Sales Funnel [Ascension Model] ☐ Upsells ☐ OTOs ☐ Scarcity/Limited Time Offers
☐ **Sales Stats:** ☐ Sales/Month: _____ ☐ Average $Sale: _____ ☐ Lifetime Client Value: _____

TRAFFIC

How do you get more people to find and visit your website?

☐ **Search Engine Optimisation [Organic Search]:** ☐ SEO ☐ Local SEO ☐ Video SEO
☐ **Pay Per Click Ads [Paid Search]:** ☐ Google AdWords ☐ Text Ads ☐ Display Ads ☐ Retargeting ☐ Facebook Ads
☐ **Social Media Marketing:** ☐ Facebook ☐ Twitter ☐ Google+ Local ☐ LinkedIn ☐ YouTube ☐ Others:
☐ **Other Marketing:** ☐ Media Buys/Banner Ads ☐ Email Marketing ☐ SMS Marketing ☐ Mobile Push Notifications

WEBSITE CONTENT MANAGEMENT SYSTEM [CMS]

Can you easily manage and update your website without fear of messing it all up?

☐ **Create & Edit Content:** ☐ Blog Posts ☐ Pages ☐ Website Notifications ☐ Images & Video ☐ Gallery/Portfolio
☐ **User Management:** ☐ Add/Remove Users ☐ User Roles/Hierarchy [Restricted Access]

TRACKING, ANALYTICS & CONVERSIONS

Do you track your website traffic, search engine rankings and conversion rates?

☐ **Traffic:** ☐ Google Analytics ☐ WordPress Dashboard Widget
☐ **Rankings:** ☐ Rank Tracking Software ☐ WordPress Dashboard Widget
☐ **Conversions:** ☐ A/B Split Testing - Emails, Home Page, Landing/Squeeze Pages [Images, Text, Design, Offers etc.]

WEBSITE MAINTENANCE & UPDATES

How do you keep your website safe and performing at its optimum level?

☐ **Performance:** ☐ Load Speed Tests ☐ Theme/Plugin Conflict Tests
☐ **Updates:** ☐ WordPress Core Updates ☐ Theme Updates ☐ Plugin Updates
☐ **Security:** ☐ Malware ☐ Viruses ☐ Trojans ☐ Force Attacks
☐ **Backups:** ☐ Daily ☐ Weekly ☐ Full Website Backup ☐ Database Only Backup

DOMAIN & HOSTING

Do you have a solid, reliable and cost effective domain name and web hosting provider/manager?

☐ **Domain Details:** ☐ Provider: _____ ☐ Yearly Cost: _____
☐ **Domain Features:** ☐ Free DNS Hosting ☐ Free URL & Email Forwarding ☐ Unlimited DNS Changes
☐ **Hosting Details:** ☐ Provider: _____ ☐ Monthly Cost: _____
☐ **Hosting Features:** ☐ cPanel Dash ☐ Speed & Reliability ☐ Unlimited Data Transfer ☐ Security ☐ 24/7 Support

WHERE TO FROM HERE?

Look beautiful. Get found. Make money.

Our internet marketing services can help you build an enviable brand and reputation, boost your online exposure, increase your website traffic and get you more leads and sales. The result; a community of loyal customers that spend more with you, more often, and talk you up to complete strangers.

Anyone can make promises but the goal of Internet Marketer Inc. is to produce results you can measure. That's why we incorporate regular updates, reports and analytics into all of our ongoing marketing services. The ongoing value we add to your business will far outweigh your investment with us. Truth be told if we're not adding to your bottom line we don't expect you to be adding to ours.

Want a better brand, more traffic and a heap of new leads? – Call **1300 395 818** or visit http://internetmarketerinc.com

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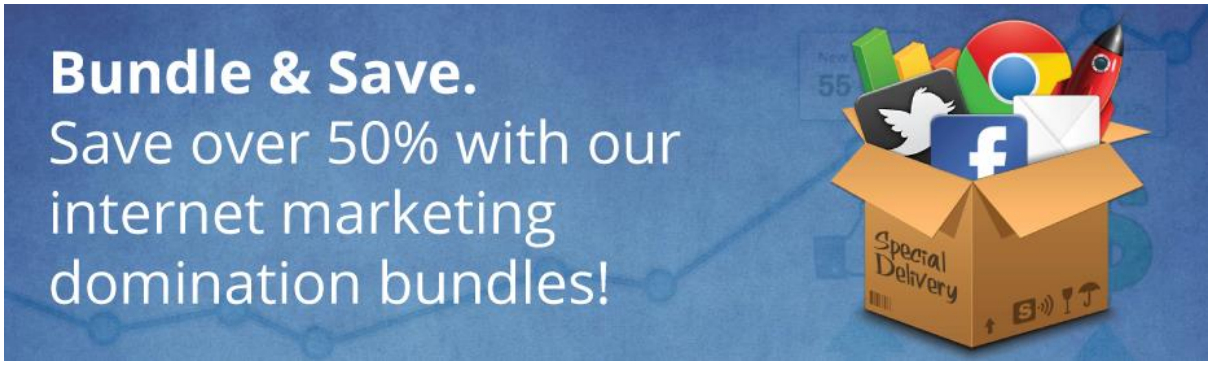
NOTES:

SPECIAL OFFERS & TOOLS



To learn more please visit http://internetmarketerinc.com/bundles/

To learn more please visit http://internetmarketerinc.com/reputationreport/

To learn more please visit http://internetmarketerinc.com/keyword-research-report/

To learn more please visit http://internetmarketerinc.com/business-growth-calculator/