



Marketing Intelligence Assessment of Your Web Presence

Discover what you know, what you don't and
we'll help you figure out what to do about it.

Time for a Marketing Intelligence Review of Your Web Presence...

This document will serve two purposes for you:

First, you can fill it out to get a solid idea of what you know and don't know, what you should be tracking and analyzing, and ways to use that information.

Secondly, you may share your results with us during a free consultation and we'll discuss with you ways to improve your marketing intelligence and integrate it with Search Engine Optimisation, Social Media Marketing and other online marketing systems.

Should you wish to review your responses with us during a free consultation, print this out, fill it in as much as you can and have it with you at your appointment.

Do you know where your profit is?

In this section, we'll help you ascertain how well you know where your profit comes from. We will also determine if you are gathering and analyzing the necessary data you need to make reliable decisions and plan ahead.

Please use either Part A or B in Sections 1 & 2

Part 1A

Developing Your Online Marketing Benchmarks

Let's look at each item you have tracked for the last 12 months or longer

<input type="checkbox"/>	Number of unique visitors to your site per day	<input type="checkbox"/>	Revenue earned per unique visitor
<input type="checkbox"/>	Amount of time average visitor remains on your site	<input type="checkbox"/>	Cost per acquisition generated by online marketing efforts
<input type="checkbox"/>	Number of unique visitors that convert into a lead	<input type="checkbox"/>	Number of Top 10 Search Listings
<input type="checkbox"/>	Number of unique visitors that converted into a sale	<input type="checkbox"/>	Number of Top 30 Search Listings
<input type="checkbox"/>	Revenue earned per site sale	<input type="checkbox"/>	Revenue generated by each keyword query
<input type="checkbox"/>	Gross revenue generated by online marketing efforts		

Part 1B

Developing Your Online Marketing Benchmarks

Let's look at each item you have recently begun to track or plan to track

<input type="checkbox"/>	Number of unique visitors to your site per day	<input type="checkbox"/>	Revenue earned per unique visitor
<input type="checkbox"/>	Amount of time average visitor remains on your site	<input type="checkbox"/>	Cost per acquisition generated by online marketing efforts
<input type="checkbox"/>	Number of unique visitors that converted into a lead	<input type="checkbox"/>	Number of Top 10 Search Listings
<input type="checkbox"/>	Number of unique visitors that converted into a sale	<input type="checkbox"/>	Number of Top 30 Search Listings
<input type="checkbox"/>	Revenue earned per site sale	<input type="checkbox"/>	Revenue generated by each keyword query
<input type="checkbox"/>	Gross revenue generated by online marketing efforts		

Now that we have looked at developing benchmarks against which we can compare your future marketing initiatives, we need to review your overall online marketing approach to see how SEO, SMM and other marketing systems factor into your plans.

Part 2A

Review Your Online Marketing Approach

Which of the following online marketing strategies are you currently employing or have employed in the last six months?

<input type="checkbox"/>	Pay Per Click (PPC)	<input type="checkbox"/>	Online Press Releases
<input type="checkbox"/>	Banner Advertising	<input type="checkbox"/>	eBay or Amazon Storefronts
<input type="checkbox"/>	Search Engine Optimisation	<input type="checkbox"/>	Offering Affiliate or Reseller Items
<input type="checkbox"/>	Search Engine Submission	<input type="checkbox"/>	Implementing Affiliate or Reseller Programs
<input type="checkbox"/>	Social Networking	<input type="checkbox"/>	Podcasting/Webinars/Live Teleseminars
<input type="checkbox"/>	Social Bookmarking	<input type="checkbox"/>	Local Search

Part 2B

Review Your Online Marketing Approach

Which of the following online marketing strategies would you like to consider employing, now or in the near future?

<input type="checkbox"/>	Pay Per Click (PPC)	<input type="checkbox"/>	Online Press Releases
<input type="checkbox"/>	Banner Advertising	<input type="checkbox"/>	eBay or Amazon Storefronts
<input type="checkbox"/>	Search Engine Optimisation	<input type="checkbox"/>	Offering Affiliate or Reseller Items
<input type="checkbox"/>	Search Engine Submission	<input type="checkbox"/>	Implementing Affiliate or Reseller Programs
<input type="checkbox"/>	Social Networking	<input type="checkbox"/>	Podcasting/Webinars/Live Teleseminars
<input type="checkbox"/>	Social Bookmarking	<input type="checkbox"/>	Local Search

We can help you implement many of the above strategies but, more importantly, we would need to ensure that any SEO, SMM or other marketing initiatives that you/we/both launch will work hand-in-hand with your other marketing efforts to ensure a profitable synergy.

Next section, describe any copywriting needs you may have. Leave blank if you do not require any copy development.

Part 3

What types of copy assistance do you expect to have now or in the near future?

<input type="checkbox"/>	Website Copy Content	<input type="checkbox"/>	Press Releases
<input type="checkbox"/>	Blog Copy Content	<input type="checkbox"/>	Product Descriptions
<input type="checkbox"/>	eMails	<input type="checkbox"/>	eBooks
<input type="checkbox"/>	Newsletters	<input type="checkbox"/>	Reports
<input type="checkbox"/>	Social Profile	<input type="checkbox"/>	Whitepapers
<input type="checkbox"/>	Direct Response Ads	<input type="checkbox"/>	Collateral

Now you have an holistic overview of your current and planned marketing efforts and an insight into your current benchmarks for tracking and analyzing the performance of any new marketing initiatives.

On the following pages, we will look at your website specifically to gauge your current SEO strategies and your current identified needs.

Your Website's Traffic Temperature

Your website is the keystone to your online marketing efforts, i.e. it has to be marketable. If some aspect of your site is not performing, or if your target audience can not find it, then all of your online tactics will be in vain.

This section will take a quick snapshot of your site's current temperature, i.e. hot or cold it is in relation to three elements of performance:

1. On Page optimisation
2. Sales/Lead Conversion
3. Stickiness & Interactivity

With this information, we'll be able to fine-tune not only your site's traffic but also its ability to convert that traffic into meaningful revenues.

On Page Optimisation

Your on page optimisation elements are your source code and viewable text to encourage the search engines to visit, index and rank your web pages. We need to get an idea of how well your site is currently optimised.

Check off all the optimisation elements or tasks you currently implemented on your site:

<input type="checkbox"/>	Keyword Optimised Content	<input type="checkbox"/>	RSS Feeds (Internal & External)
<input type="checkbox"/>	Unique, Keyword Targeted Title for each page	<input type="checkbox"/>	HTML versions of all PDF and Print Collateral
<input type="checkbox"/>	Keyword Optimised Meta Tags & Alt Tags	<input type="checkbox"/>	Consistently New, Updated Content
<input type="checkbox"/>	Optimised & Tagged Blog Posts (for ranking on blog search sites)	<input type="checkbox"/>	Link Monitoring (do you know who is linking to you and to which page?)
<input type="checkbox"/>	Proactive, consistent linking strategy	<input type="checkbox"/>	Competitor Monitoring (do you check their rankings and incoming links?)

Sales or Lead Conversion Analysis

Do you track your sales and leads, where they come from, what they are responding to and how much are they worth?

How often do you split test your various marketing and conversion elements - such as copy, headlines, placement, colours, offers and pricing?

Getting traffic to your site will only be of benefit to your company if you can optimally convert that traffic into revenue. (We can help you increase your current conversion ratios by at least 37% - many of our clients have seen an increase of 75% and more.)

Let's now look at how well you are currently testing and tracking your marketing and conversion elements so that we can later discuss ways to increase your conversion rates.

Part 1. Testing

Identify which elements you currently test on your sales page, lead acquisition page or other marketing/conversion pages:

<input type="checkbox"/>	Headline	<input type="checkbox"/>	Sub Headers
<input type="checkbox"/>	Front or Background colours/typeface	<input type="checkbox"/>	Freebies, Giveaways, Downloads
<input type="checkbox"/>	Text Variations	<input type="checkbox"/>	Photos
<input type="checkbox"/>	Offer	<input type="checkbox"/>	Pricing
<input type="checkbox"/>	Guarantee or Discount Offer	<input type="checkbox"/>	Call to Action
<input type="checkbox"/>	Subscription Form & Button Type	<input type="checkbox"/>	

Part 2. Tracking

Identify which elements you currently track for each visitor:

<input type="checkbox"/>	Referrer URL (where visitor came from)	<input type="checkbox"/>	Specific Offer Iteration (if you provide the same offer or call to action in more than one place on your website do you know which iteration resulted in the action?)
<input type="checkbox"/>	Entry Page	<input type="checkbox"/>	Visitor Feedback (do you provide a feedback mechanism?)
<input type="checkbox"/>	Exit Page	<input type="checkbox"/>	Referral System (do you provide and track referral mechanisms?)
<input type="checkbox"/>	Offer Responded To (if visitors take an action on your site, do you know which offer they responded to?)	<input type="checkbox"/>	Length of Time On Site

Stickiness and interactivity

A site's stickiness is determined by how often visitors return to your site and how long they remain there. Stickiness is important for several reasons. First of all, the more exposure your visitors have to your company and its offerings, the more likely they are to purchase from you.

Secondly, if you choose to sell advertising on your website, or you choose to partner with another company to offer their products or services to your site visitors, the length of time your visitors remain on your site, and how often they return, will factor largely in your fee negotiations.

In advertising, stickiness is often referred to as "Depth of Engagement".

Interactivity is also important to build a trust and rapport between your company and its visitors. This encourages repeat sales, loyal customers and positive word of mouth.

Let's look at how your website currently approaches stickiness and interactivity and then we'll look at how you'd like to turn up your site's temperature in this area.

Check off every dynamic or interactive element your website currently has in place:			Check off every dynamic or interactive element you'd like your website to have:	
<input type="checkbox"/>	Blog Update Frequency		<input type="checkbox"/>	Blog Updates
<input type="checkbox"/>	Community Forums - Popularity?	YES/NO	<input type="checkbox"/>	Community Forums
<input type="checkbox"/>	New Content Frequency:		<input type="checkbox"/>	New Content
<input type="checkbox"/>	User-Generated Content		<input type="checkbox"/>	User-Generated Content
<input type="checkbox"/>	Podcasts, Video Casts, Other Media		<input type="checkbox"/>	Podcasts, Video Casts, Other Media
<input type="checkbox"/>	Social Networking/Bookmarking		<input type="checkbox"/>	Social Networking/Bookmarking

And last, but no least, your goals

Let's See Where You Want to Go.....

We're about finished. All we need now is an idea of your overall objectives. Later, we'll use these to develop project milestones and overall efficiency analysis.

Fill in your ballpark goal for each of the following areas (we can refine these later).

<input type="checkbox"/>	Number of Unique Visitors/ Month	<input type="checkbox"/>	Number Top 10 Rankings
<input type="checkbox"/>	Increase in Overall Traffic	<input type="checkbox"/>	% Increase in Gross Revenue
<input type="checkbox"/>	% Increase in Conversions	<input type="checkbox"/>	Average Length of Visit

Excellent. You're all done. Thank you for taking the time to fill out this assessment. Please bring it along to your Free Consultation.

Your Name:	
Company Name:	
Job Title:	
Phone Number:	Ext:
Email Address:	
Address:	
City:	
County:	
Postcode:	
Website URL:	
Blog URL:	