The Road Map To The Summit.
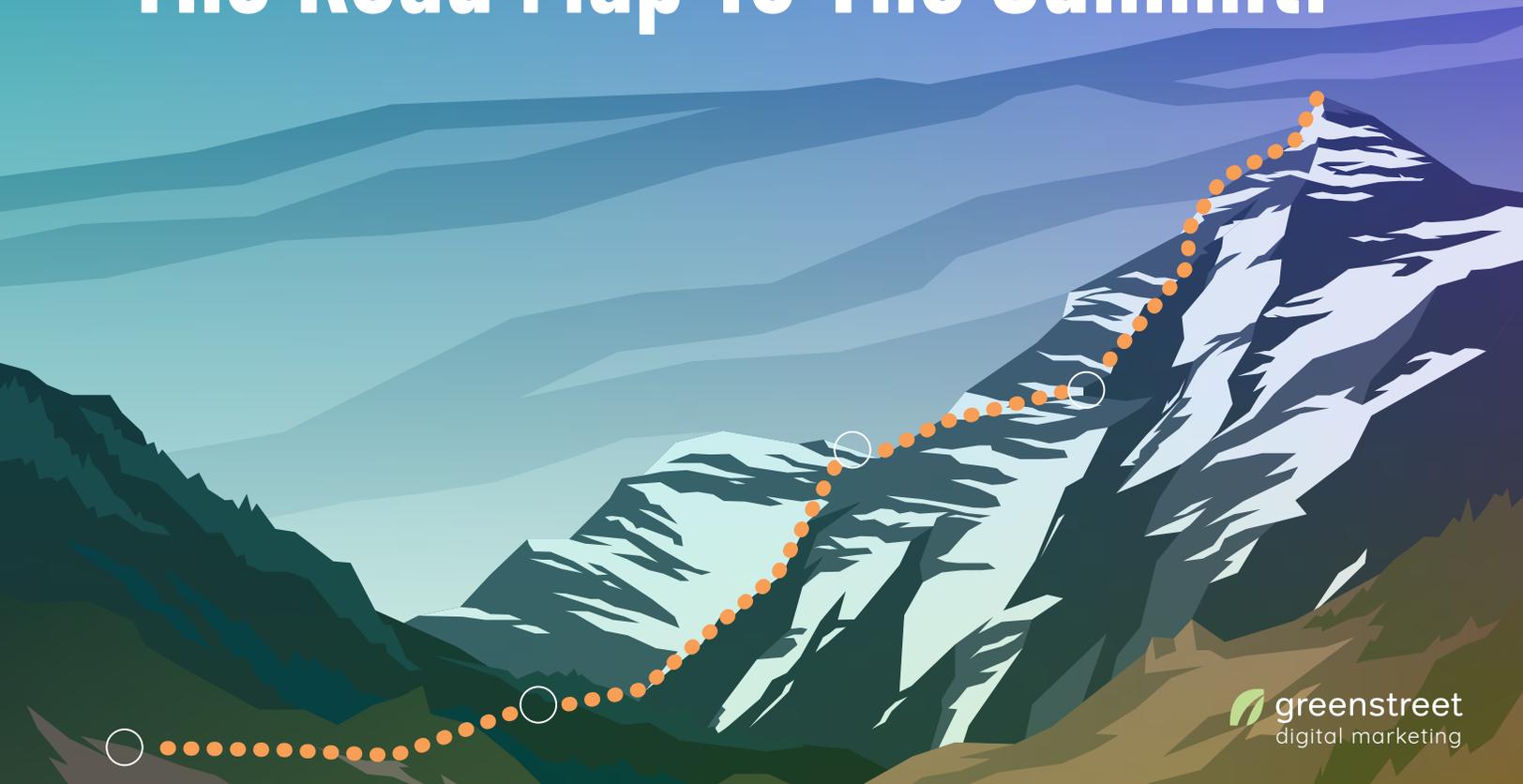
Digital Marketing
Assessment Checklist

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Assessment Questions

- ☐ Does your website traffic increase in most months?

- ☐ Is your company using social media to build brand awareness, engagement, and traffic?

- ☐ Do you have a company Twitter account?

- ☐ Do you have a company Facebook page?

- ☐ Do you have a company LinkedIn page?

- ☐ Do you monitor social media for mentions of your brand name, important keywords, and competitors?

- ☐ Do you have a blog?

- ☐ How often do you post blog articles?

- ☐ What percentage of your employees post blog articles to your blog?

- ☐ Do you have an SEO Strategy?

- ☐ How often do you perform keyword research?

- ☐ How often do you analyze the pages of your website to identify whether they're optimized effectively?

- ☐ Do you track your inbound links?

- ☐ Do you put effort into improving your current inbound links?

- ☐ Do you actively build inbound links to specific pages with specific keywords as anchor text?

- ☐ Do you generate a larger number of leads via your website in most months?

- ☐ What percentage of your website visitors convert into a lead? (Typically: 0 - 7%)

- ☐ How many offers (ebooks, whitepapers, webinars) do you have available on your website?

- ☐ How many active landing pages do you have on your website?

- ☐ How often do you build and launch new calls to action to drive traffic to your landing pages?

- ☐ Do you generate inbound sales leads directly from organic search engine traffic?

- ☐ Do you generate inbound sales leads directly from social media traffic?

- ☐ Do you generate inbound sales leads directly from your blog traffic/readers?

- ☐ Do you generate inbound sales leads directly from pay per click traffic?

- ☐ Do you convert a larger number of customers from your website leads in most months?

- ☐ What percentage of your website leads convert into customers? (Typically: 0 - 25%)

- ☐ How often do you send email marketing messages?

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☐ Do you segment your email marketing lists and send different messages to different segments?

☐ Do you use automated lead nurturing?

☐ How many different lead nurturing campaigns do you have set up?

☐ Does your web analytics notify you/your sales team when a lead is visiting the website?

☐ Does your website analytics track which pages your individual leads view?

☐ Does your website analytics track the traffic source/marketing activity/campaign for each lead?

☐ Have you defined the profile/demographics/characteristics of an ideal lead?

☐ Do you have a service level agreement between marketing and sales that governs the quantity and quality of leads you need to generate each

    month? If marketing/sales aren't separate people/teams, do you have a lead quality/quantity goal?

☐ Does your sales team connect with your leads via their social media profiles on Twitter, Linkedin & Facebook?

☐ Do you analyze your results each month so you can continuously improve results?

☐ Do you track your traffic sources?

☐ Do you track which traffic sources convert into leads?

☐ Do you track which leads convert into customers?

☐ Do you track the traffic source/marketing campaign for each visitor, lead, and sale?

☐ SEO - down to KW

☐ PPC - campaign/kw

☐ Email - by campaign

☐ Social Media - by site

☐ Other campaigns (Example: online banner, email sponsorships)

☐ Do you track your social media follower counts/reach on Twitter, Linkedin, Facebook, Youtube?

☐ Do you track comments, inbound links and page views for each blog post you publish?

Let's Talk Through
Your Business Goals

Book time with us.

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