

Online Profitability Checklist



Directions

Using this Online Profitability 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, 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. Does your site pass the "Eye" test?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does your site focus mostly on your visitors and their needs, rather than on you and your business?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is your site indexed in the search engines?	<input type="checkbox"/>	<input type="checkbox"/>
5. Is the structure of your website set up correctly so it will be listed on the first page of Google, Yahoo, Bing, etc for your profitable keywords?	<input type="checkbox"/>	<input type="checkbox"/>
6. Are you using the correct "Long Tail" keywords to drive targeted visitors to your site?	<input type="checkbox"/>	<input type="checkbox"/>
7. Is your website copy formatted correctly so that it not only pre-sells the visitor but maximizes the use of proper keywords?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does each page of your site have a single focused objective?	<input type="checkbox"/>	<input type="checkbox"/>
9. Does your site use any of the free analytics programs available?	<input type="checkbox"/>	<input type="checkbox"/>
10. Are all of your internal links active and structured properly?	<input type="checkbox"/>	<input type="checkbox"/>
11. Is your 404 error page setup to pre-sell your visitors?	<input type="checkbox"/>	<input type="checkbox"/>
12. Does your Contact Us page capture visitor's names and email addresses?	<input type="checkbox"/>	<input type="checkbox"/>
13. Do you take advantage of a favicon?	<input type="checkbox"/>	<input type="checkbox"/>
14. Are you using multiple online strategies to generate targeted, local visitors to your site?	<input type="checkbox"/>	<input type="checkbox"/>
15. Do you use a built-in, autopilot system to capture and follow up with prospects who visit your website?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do you have a "There is no way I can possibly say no to this..." conversion tool that automatically converts visitors into customers on your website?	<input type="checkbox"/>	<input type="checkbox"/>
17. Does your site take advantage of the Social Media opportunities like Facebook, Twitter, LinkedIn, HubPages, Squidoo, etc?	<input type="checkbox"/>	<input type="checkbox"/>
18. Does your site have a built-in credibility mechanism(s)?	<input type="checkbox"/>	<input type="checkbox"/>
19. Does your website have a regularly updated blog?	<input type="checkbox"/>	<input type="checkbox"/>
20. If you visited your site would you want to do business with your company?	<input type="checkbox"/>	<input type="checkbox"/>

Give Yourself 1 point for every YES answer.

19 - 20	Congratulations! Your site is doing well. If not, then there are probably 1-2 things missing. Most likely you're not using a USP or demonstrating the benefits clearly to your visitors.
15 - 18	Your site is doing okay but you're missing some critical components to make it a profit center.
<15	You're not alone. Over 95% of all businesses fall into this area. Call us today to help.

NEXT STEP: Contact us today and take advantage of your FREE Online Marketing Audit. We'll go over this checklist in detail and show you where and how to turn your website into a profit center, fast! Call us on 011 478 0622 or visit our website at www.IdealMedia.co.za.

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Contact us today for a customized review of your website. 011 478 0622 www.IdealMedia.co.za

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