



Five-Minute Online Health Check Up

1. Your Website

Rate Your Website in each of the following areas with a score from 1-10 with 10 being fantastic!

- A. Look, feel and overall usability:
- B. Reflection of company branding:
- C. Information on site is current and easy to change:
- D. Visitor Conversion:
- E. Actual Site Sales:
- F. Email Opt-in:
- G. SEO Rankings:
- H. Product Purchase on site:
- I. Mobile Friendliness:

2. Social Media

Circle the following Social Media Platforms that you are currently involved in. Please also show how many followers/friends you have. If your proficiency is currently low, please mark the desired level you want to see it get to and by what date.

Platform Proficiency Rating (1-10) Current Followers/Friends Desired Rating (1-10) by Date

Linked In

Facebook

- A. Personal
- B. Business

Twitter

Pinterest

Instagram

Google +

You Tube

Other _____

3. Email Marketing

Where are you currently in using email as a marketing tool using an outside service such as Constant Contact?

Current Email Activity (Circle One)

1x per week 2x per month 1x Month Other_____

What is your current average open rate?

Do you work from a Content Calendar? List your topics for the next 6 months

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

4. Build a Marketing Budget

In preparing for April, when we talk more about budgeting, please create a marketing budget based on the figure of 10% of gross revenue. If you don't have a current budget built for 2014, use your gross revenue from 2013.

Please use the blank space below to write down your thoughts when it comes to your marketing budget.