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Free Internet Marketing Audit

Your key to unlocking more sales, more clients, more leads and higher search engine rankings through your current internet marketing solution.

The internet marketing audit, allows you to take a comprehensive view of your current internet marketing solution in the most efficient and cost effective manner possible. It helps you, the business owner, to find the root cause of reasons why your current internet solution is not working for your business.

Answer each question by simply answering “yes” or “no”

Website

- Do you have a website? YES/NO
- Do you generate referrals through your website? YES/NO
- Do you generate leads / sales through your website? YES/NO
- Do you generate telephone enquiries through your website? YES/NO
- Do you know your cost per lead / sale? YES/NO
- Do you capture email data through your website? YES/NO

Search Engine Optimisation

- Do you know how many unique hits your website receives? YES/NO
- If so, is that enough traffic? YES/NO
- Are you converting 10% of your traffic into sales? YES/NO
- Do you know the key phrases individuals use to get to your website? YES/NO

E-marketing

- Do you send out an e-zine once a week? YES/NO
- Do you send out a monthly or quarterly newsletter? YES/NO
- Do you have an electronic brochure? YES/NO

Social Networking

- Do you have an account with Ecademy, LinkedIn or Xing? YES/NO
- Do you understand the benefits of Ecademy, LinkedIn or Xing? YES/NO

Blogs

- Do you have a blog? YES/NO
- Your blog attracts visitors / subscribers? YES/NO

Forum

- Have you created an internet forum for your area of expertise? YES/NO

Planning

- Do you have an internet marketing strategy? YES/NO

Add up all the no’s and write your score here.....

If you’ve got more than 5, you may want to call XS Online now on 0845 612 2828 to see how we can help.