

MARKETING INTELLIGENCE ASSESSMENT:

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...

This document will serve two purposes for you.

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

Secondly, you can 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 SEO and other marketing systems. If you'd like to review your answers with us during a consultation, print out and fill in the following Assessment and email back to us at ross@eConsultancyGroup.Com.

If you have not already scheduled an appointment with us, be sure to mention your availability for the next week within your fax.

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'll also determine if you're gathering and analyzing the necessary data you need to make reliable decisions and plan ahead.

Part One. Developing Your Online Marketing Benchmarks

Let's look at each item you've tracked for the past 12 months or longer:

- Number of unique visitors to your website
- Amount of time average visitor remained on your website
- Number of unique visitors that converted into a lead
- Number of unique visitors that converted into a sale
- Revenue earned per website sale
- Revenue earned per unique visitor
- Cost per acquisition generated by online marketing efforts
- Gross revenue generated by online marketing efforts
- Number of Top 10 search listings
- Number of Top 30 search listings
- Revenue generated by each keyword query

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 and our other offerings factor in.

Now let's look at each item you've recently begun to track, or plan to track:

- Number of unique visitors to your website
- Amount of time average visitor remained on your website
- Number of unique visitors that converted into a lead
- Number of unique visitors that converted into a sale
- Revenue earned per website sale
- Revenue earned per unique visitor
- Cost per acquisition generated by online marketing efforts
- Gross revenue generated by online marketing efforts
- Number of Top 10 search listings
- Number of Top 30 search listings
- Revenue generated by each keyword query

Part Two. Review Your Online Marketing Approach

Tell us which of the following online marketing strategies you are currently employing (or have employed in the past 6 months):

- Pay Per Click (PPC)
- Banner Advertising
- Search Engine Optimization/Submission
- Press Releases Online
- Social Networking or Bookmarking
- Local Search
- Retail Search Engines
- eBay or Amazon Storefronts

- Offering Affiliate or Reseller Items
- Implementing Affiliate or Reseller Programs
- Podcasting or Live Teleseminars

Not only can we help you implement many of the above marketing strategies, but more importantly, we want to ensure that any SEO or other marketing initiatives we launch for you work hand-in-hand with your other marketing efforts to ensure a profitable synergy.

Next, describe any copywriting needs you may have. Leave blank if you do not require any copy: Okay. Now we have a holistic overview of your current and planned marketing efforts, along with an idea of your current benchmarks for tracking and analyzing performance of any new marketing initiatives we launch for you.

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

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

- Pay Per Click (PPC)
- Banner Advertising
- Search Engine Optimization/Submission
- Press Releases Online
- Social Networking or Bookmarking
- Local Search
- Retail Search Engines
- eBay or Amazon Storefronts
- Offering Affiliate or Reseller Items
- Implementing Affiliate or Reseller Programs
- Podcasting or Live Teleseminars

Part Three. Describe Your Copywriting Needs.

What types of copy assistance do you expect to have now, or within the next six months?

- Website Copy
- Direct Response
- Emails/Newsletters
- Blogs/Social Profiles (MySpace Page)
- Advertising Copy
- Press Releases
- Collateral (Brochures, Case Studies, etc.)
- Retail Product Descriptions
- eBooks

Now let's take

Your Website's Traffic Temperature

Your website is the keystone of your online marketing efforts. If some aspect of your website isn't performing, or if your targeted audience can't find it, all your online efforts will suffer.

This next section will take a quick snapshot of your website's current temperature, i.e. how HOT or COLD it is in relation to three elements of performance:

- A. On Page Optimization
- B. Sales/Lead Conversion
- C. Stickiness & Interactivity

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

On Page Optimization

Your on page optimization are those elements that are included in your source code and your viewable text to encourage search engines to visit, index, and highly rank your web pages. We want to get an idea of how well your website is currently optimized. If you don't have a website, or are completely re-designing it, then simply make note of it here and skip to the Sales/Lead Conversion section.

Check off all the optimization elements or tasks you currently implement on your website:

- Keyword Optimized Content
- Unique, Keyword Targeted Title for each page
- Keyword Optimized Meta Tags & Alt Tags
- Optimized and Tagged Blog Posts (for ranking on blog search sites like Technorati)
- Proactive, Consistent Linking Strategy
- Link Monitoring (do you know who is linking to you, and to what page?)
- RSS Feeds (Internal and External)
- HTML versions of all PDF and Print Collateral

- Consistently New, Updated Content
- 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 responded to, and how much they're worth? How often do you split test your various marketing and conversion elements—such as copy, headlines, placement, colors, offers, and pricing?

Getting traffic to your website will only benefit 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 clients see an increase of 75% or more.

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

Part One. Testing.

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

- Headline
- Font or Background Colors/Typeface
- Text Variations
- Offer
- Guarantee or Discount Offer
- Subscription Form & Button Type
- Sub Headers
- Photos
- Pricing
- Layout
- Call to Action
- Freebies, Giveaways, Downloads

Part Two. Tracking.

Identify which elements you currently track for each visitor:

- Referrer URL (where visitor came from)
- Entry Page
- Exit Page
- Length of Time On-Site
- Offer Responded To (if visitor takes an action on your site, do you know which offer he responded to?)
- 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?)
- Visitor Feedback (do you provide a feedback mechanism?)
- Referral Systems (do you provide and track referral mechanisms?)

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 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.

And last, but not least, your goals...

Check off every dynamic or interactive element your website currently has in place:

- Blog Update Frequency: _____
- Community Forums Popular? YES/NO
- New Content Frequency: _____
- User-Generated Content
- Podcasts, Vcasts, Other Media
- Social Networking/Bookmarking

Check off every dynamic or interactive element you'd LIKE your website to have:

- Blog
- Community Forums
- New Content
- User-Generated Content
- Podcasts, Vcasts, Other Media
- Social Networking/Bookmarking

Let's See

Where You Want to Go...

We're just 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.

Excellent. You're all done. Thank you for taking the time to fill out this assessment.

Please email back to us.

Fill in your ball-park goal for each of the following areas (we can refine these later):

- # Unique Visitors/Month _____
- % Increase in Overall Traffic _____
- % Increase in Conversions _____
- # Top 10 Rankings _____
- % Increase in Gross Revenue _____
- Average Length of Visit _____