



Digital Marketing Assessment

Brand Strategy

- Do you know what your brand stands for?
- Do you know the values behind your business?
- Do you know how you are different from your competition?
- Do you engage your online visitors with information and resources?
- Do you effectively tell your business story?

Marketing

- Do you provide resources to engage your potential customers and answer their questions?
- Do you connect a CRM to your website to capture lead information as people engage?
- Do you communicate how you are different and better?
- Is the look of your marketing consistent across channels?

Web Design

- Does your website reflect your current offerings?
- Is the information on your site current and up to date?
- Do the photos on your site represent your business?
- Is the information on your site easily found?
- Do you offer testimonials and other ways to establish trust?

Technology

- Do you own your own domain name in your own account?
- Is your site mobile friendly?
- Do you use an SSL certificate (HTTPS)?
- Do you have a backup plan in place?
- Do you have Google analytics and search console accounts?
- Is your business listed on Google maps?
- Do you have a Google My Business account?