

## WEBSITE & MARKETING

### BUSINESS GOALS:

Offline Short Term:

Offline Long Term:

Online Short Term:

Online Long Term:

### SERVICES (in order of best selling)

- 1
- 2
- 3
- 4
- 5

### SERVICES (in order of highest revenue)

- 1
- 2
- 3
- 4
- 5

### PRODUCTS (in order of best selling)

- 1
- 2
- 3
- 4
- 5

### PRODUCTS (in order of highest revenue)

- 1
- 2
- 3
- 4
- 5

### USP - Unique Selling Proposition:

The USP must be one that the competition either cannot or does not offer. It must be unique—either a uniqueness of the brand or a claim not otherwise made in the particular field.

Why is your business the best choice in the market? Why would someone choose your business over a competitor?

How do you show that your product or service is the best?

Your USP must clearly set your business apart from the competition, positioning it as the most logical choice.

**How is your business different than your competitors?**

**Specific BENEFITS to the customer:**

- 1
- 2
- 3
- 4
- 5

**Customer Demographics (Age, Location, Single/Married, Male/Female, Kids, Employment, Personality Type, Education, Computer/Internet Skills, Clothing, etc.) Include a descriptive customer name if you can eg. Silly Sally, Serious Steve, Fussy Frank :**

- 1
- 2
- 3
- 4
- 5

**What problems are your services / products solving:**

- 1
- 2
- 3
- 4
- 5

**CURRENT OFFLINE MARKETING & COSTS:**

- 1
- 2
- 3
- 4
- 5

**BEST OFFLINE MARKETING:**

- 1
- 2
- 3

**HOW DO YOU TRACK OFFLINE SALES CONVERSIONS:**

**HOW DO YOU TRACK OFFLINE MARKETING RETURN ON INVESTMENT (ROI):**

**CURRENT ONLINE MARKETING & COSTS:**

- 1
- 2
- 3
- 4

**BEST ONLINE MARKETING:**

- 1
- 2
- 3

**HOW DO YOU TRACK ONLINE SALES CONVERSIONS:**

**HOW DO YOU TRACK ONLINE MARKETING RETURN ON INVESTMENT (ROI):**

**CURRENT MARKETING BUDGET (\$\$ you currently spend):**

**AVAILABLE MARKETNG BUDGET (\$\$ you can apply to new marketing):**

**AVERAGE SALE VALUE:**

**AVERAGE CUSTOMER LIFETIME SALES VALUE:**

**HOW MANY CUSTOMERS DO YOU HAVE: OFFLINE                      ONLINE**

**HOW MANY ARE REPEAT CUSTOMERS: OFFLINE                      ONLINE**

**HOW MANY OPT-IN EMAIL ADDRESSES DO YOU HAVE:**

**HOW TO YOU CAPTURE EMAIL ADDRESSES:**

**HOW OFTEN DO YOU SEND OUT EMAILS:**

**BIGGEST COMPETITORS OFFLINE:**

- 1
- 2
- 3
- 4
- 5

**BIGGEST COMPETITORS ONLINE:**

- 1
- 2
- 3
- 4
- 5

**KEYWORDS CUSTOMERS WOULD USE TO FIND YOUR PRODUCTS & SERVICES:**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

## **WEBSITE VISITOR ANALYTICS:**

(Option: email me your analytics software log in information and I will review these statistics for you)

1. Total monthly visitors
2. Total monthly unique visitors:
3. Total monthly return visitors:
4. Monthly bounce rate:
5. Top 5 referring sites in order most to least:
  - a. -
  - b. -
  - c. -
  - d. -
  - e. -
6. Top 10 keywords people use to find your website
  - a. -
  - b. -
  - c. -
  - d. -
  - e. -
  - f. -
  - g. -
  - h. -
  - i. -
  - j. -
7. Best selling product / services online:
8. 2<sup>nd</sup> best selling product / services online:
9. Website conversion rate (Monthly - # of visitors / # of sales):

## **FUTURE PRODUCTS / SERVICES IN ORDER OF RELEASE DATES (Include prices):**

- 1
- 2
- 3
- 4
- 5

## **TESTIMONIALS:**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10