**<Business Name>**

**An Analysis of Your Online Presence**

I ran a detailed analysis of your business’s online presence to assess the current status and identify opportunities for increasing your exposure. Your online presence includes your website, your social media profiles and how you rank on search engines in comparison to your competitors. *[Double click to change]*

**Why Your Online Presence Matters:**

A vast majority of consumers today use the Internet to decide where to shop, what services to use and which products to buy. This is true in virtually every industry. That’s why having a strong online presence is essential to succeeding in today’s market. *[Double click to change]*

**Your Current Online Presence**

**Does <business name> have a website?** Yes/No

**Link: *[E.g: www.wixeducation.com]***

**If a website exists, is it sufficient? *(Leave only the correct answer)***

* Yes, it looks great!
* Yes. The site functions well, but it could be better.

*[Note to webmaster - Give a few examples of how the site could be improved.]*

* Yes, but it’s very outdated.

**What’s the website’s “Call to Action”?**

(A Call to Action is a clear message that prompts your website visitors to take a specific action.) *(Leave only the correct answer)*

* Buy now
* Visit a local store
* Sign up to get updates
* Use coupon code
* Like us on Facebook
* I didn’t notice any call to action
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure

**Visibility on Search Engines (like Google) and Competitor Analysis**

If I were a potential client looking for your business, there’s a good chance that I would start with a search on Google. I did a few test searches to get a sense of what potential clients see when they search for your business or a service like yours online. *[Double click to change]*

**My first search on Google was for <Business’s name and location>**

**Here were the top four results:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Conclusions: *(Leave only the correct answer)***

* Top results link to your business’s website and social networks. That’s great! It means that if a customer knows to search for you by name, most chances are - they’ll find you!
* Top results are your business’s unclaimed listings on directories like Yellow Pages. This sends a less professional message to the world. While a potential client might hear about your business, you don’t have control over what information they are finding online. Luckily this can be changed easily.
* Most results are not related to your business. This means that even when a customer knows the name of your business and your location, they will still have trouble finding you or information about your business online.
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Here were the top four results:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Conclusions: *(Leave only the correct answer)***

* Top results are related to your business. That’s great! It means that even if a customer doesn’t know your business by name, they have a good chance of finding you!
* Top results are for your local competitors. That means that when customers are searching for the products or services you are selling, they first find your competitors and may well shop there.
* Most results are not related to your business. That means when customers are searching for the products or services you are selling, they won’t find you.
* Top results are your business’s unclaimed listings on directories. This sends a less professional message to the world. While a potential client might hear about your business, you don’t have control over what information they are finding online. Luckily this can be changed easily.
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Who are your primary competitors online?**

Based on the research I conducted, the following businesses are your biggest online competitors:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Social Media**

Does <Business Name> *[double click to change]* have active social media profiles on the following popular networks and how well are they maintained?

This is an overview of your current status on major social media networks:

*For Example:*

❏     **Facebook:** 200 page likes, last update: 1.1.2016 *[Erase this window after you get it]*

❏     **Facebook** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Twitter** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **YouTube** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **LinkedIn** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Google**+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Instagram** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Tumblr** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Pinterest** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Etsy** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Flickr** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Blog** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     **Other**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Conclusions: *(Leave only the correct answer)***

* It looks like someone is actively managing your social media and doing a great job.
* You have social media channels, but they’re not updated regularly. This might cause more harm than good. Potential customers might think your business isn’t actively open or that it’s not professionally maintained.
* Your business doesn’t have any social media presence. This means that it will be harder for potential customers to find you online. Plus, social media channels are a great place to interact with your customers and potential clients.
* Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You’ve probably heard of large directories like TripAdvisor or Yelp. Directories are databases of businesses and there are specific directories for every type of business imaginable. Having your website listed in directories is a great way to make it easier for customers to find you.

This is a list of directories where **<Business name>** *[Double click to change]* appears online:

For each listing, I noted whether or not it is claimed. A claimed listing means that you, the business owner, have control over the information that shows up in the listing.

❏     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

❏     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**My Initial Recommendations: *[****leave only the correct answer, you might want to reword a bit]*

Based on my complete online presence analysis, the following is a list of services that I recommend for your business at this time:

❏     A new website

❏    Better content for the website

❏     Improved website photos

❏     An online store

❏    Search Engine Optimization to help your business get found on Google

❏     Set up or improve social media profiles

❏     Customize your business profiles in local directories

❏     Claim your unclaimed profiles in existing local directories

❏     Set up a blog

❏     Maintain your online presence

❏     Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Additional thought, ideas, impressions:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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