



## Online Presence Analysis:

This survey is not a test you can pass or fail. It is designed to make you think – or make you aware of things about which you may never have thought. The fact is that your answer to every single question can mean more revenue for your business. Very few business owners do everything described in these questions. Those who do more, generate more revenue through "**proactive engagement**". MobiDITTO has all of the tools to deliver every single tool described in the questions below. Please take a minute to run through the questions – which, frankly, are designed to generate questions from you; Like, "How could we do this in our operation?" Have fun with it.

### MY WEBSITE

GOT IT  
COVERED

NEED  
HELP

DON'T  
WANT

- |                          |                          |                          |   |
|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | My website is clear and concise.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know my description tag and how it helps me.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am fully aware of which search keywords are leading visitors to my site and which are the most effective for my business. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | My top three key words are _____, _____, and _____.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have strategically used these key works on all pages of my site.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | My Global Website Ranking is _____. Comparatively, I am happy.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | My site has _____ contributing backlinks.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know my page rank on Google. It is _____ today.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know my page rank on Bing. It is _____ today.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know my page rank on Yahoo. It is _____ today.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | When I want to change the content on my site, I can easily handle it internally.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Navigation on my site is intuitive and easy for visitors.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have a system for keeping my site fresh to visitors' eyes and search engines' spiders.                                    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Most, if not all, of the pages on my site are seen and tracked by search engines.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am careful that the visitors to our site see benefit from responding the way we want them to.                             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can articulate the perceived value our visitors receive from coming to our site.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I understand the psychology of getting visitors to react the way I want using fonts, positioning, shape and animation.      |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | My site makes it easy for visitors to register and provide follow-up data.  |

My site data collection is integrated into a structured Customer Relationship Management system.

**GOT IT COVERED**    **NEED HELP**    **DON'T WANT**

We have incorporated video to enhance site "stickiness".

My site is effective in assisting search engines to ascertain my content.

I am aware of how frequently my site is visited by key search engines to track changes.

## MOBILE MARKETING

My website is easy to view on most mobile smart phones.

We have a Short Code and at least one keyword for Text Marketing.

We currently have \_\_\_\_\_ text opt-in subscribers in our system.

We regularly send \_\_\_\_\_ text messages per month to our mobile marketing list.

In our experience, we get a response rate of \_\_\_\_\_ percent when we send a text.

The name of our mobile marketing supplier is \_\_\_\_\_.

We pay \$ \_\_\_\_\_ per month for the text service and \_\_\_\_\_ per message.

I know what a QR code is and how to obtain one for free.

We display a QR code for our customers to get information on their smart phones.

I know what an APP is and use them myself.

I know I can have an APP for my business and plug directly into my customers' phones.

## SOCIAL MEDIA

I have a presence on Facebook

I know the difference between a Facebook profile and a page.

I have both a profile and a business page.

My website links visitors to my Social Media presence easily and intuitively.

I proactively encourage "Likes" from my website to my Facebook presence.

I have a customized Facebook page that shows my business' "personality".

I keep my profile postings and business postings distinctly separate.

I have \_\_\_\_\_ "Likes" on Facebook.

This compares  favorably  unfavorably to my competitors.

We post on Facebook \_\_\_\_\_ times per  -day  -week  -month

**GOT IT  
COVERED**   **NEED  
HELP**   **DON'T  
WANT**

- We track when and how our fans respond on Facebook.
- Our business is listed in Google Places.
- We have \_\_\_\_\_ "stars" in Google Places.
- We have \_\_\_\_\_ comments on Google Places.
- We regularly monitor comments made on Google Places.
- We regularly respond to positive and negative comments on Google Places.
- We know how to object to unfair or malicious comments on Google Places.
- We have completed our listing on Yelp.com.
- We have \_\_\_\_\_ "stars" in Yelp.
- We have \_\_\_\_\_ comments on Yelp.
- We regularly monitor comments made on Yelp.
- I understand the difference between a review and a "filtered review" on Yelp.
- We regularly respond to positive and negative comments on Yelp.
- We know how to object to unfair or malicious comments on Yelp.
- I have a Twitter Account.
- I have \_\_\_\_\_ "Followers" on Twitter.
- This compares  favorably  unfavorably to my competitors.
- We post on Twitter \_\_\_\_\_ times per  -day  -week  -month
- We track when and how our Followers respond on Twitter.
- I have "claimed" my FourSquare venue.
- We use the FourSquare "specials" tool.

## ONLINE ADVERTISING

- We purchase Adwords on Google.
- Our Google Adwords campaign is measured and we get an acceptable ROI.
- We purchase advertising on Yahoo.
- Our Yahoo campaign is measured and we get an acceptable ROI.
- We purchase advertising on Facebook.

Our Facebook campaign is measured and we get an acceptable ROI.

We purchase advertising on Yelp.

**GOT IT  
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WANT**

Our Yelp campaign is measured and we get an acceptable ROI.

We have a consistent practice of gathering customers' email addresses.

## GENERAL QUESTIONS

If you had a choice, would you like to:

- Attract new customers
- Have current customers come more often
- Have current customers spend more

Do you have a "Rewards Program" like a punch card offering a free item with X number of purchases?

- No
- Yes. It is paper based
- Yes. We scan the "punches".

How do most NEW customers find you?

- Find our store/office on their own.
- Word of mouth
- Image Advertising
- Public Relations efforts
- Something not listed above \_\_\_\_\_
- Special Deal Advertising (coupon)
- Online research
- Co-op Marketing with other merchants
- Online advertising

Please enter your email address and phone number so we can get the results to you.

Email:

Phone: