

Online Health Check

OMC Marketing

A quick health check to gauge your online presence

Time to review objectives, customer touch points, content and design!

Business name _____

Contact info _____

Date completed _____

Website

Do you have a Website? Yes No I need one ASAP

Is the content current? Yes No Needs an update

When was the last time you added new content? _____

Is it a Mobile Friendly - Responsive Design? Yes No Needs an update

Are you using correct font sizes for all platforms? Yes No Needs an update

Are your products/services displayed effectively? Yes No Needs an update

Is there a Call-to Action on each page? Yes No Needs an update

Can your site achieve visitor action within 8 sec? Yes No Needs an update

Are you using video to communicate your message? Yes No Needs an update

Is the website integrated with your social media sites? Yes No Needs an update

Are your website, SM sites, EM branded the same? Yes No Needs an update

Is there content the *visitor wants* - short, sweet & evergreen? Yes No Needs an update

Do you have navigation that makes sense? Yes No Needs an update

Is it time for a review of your website's UI/UX? Yes No Needs an update

Is your website SEO optimized? Yes No Needs an update

Are you using landing pages effectively? Yes No Needs an update

Social Media

Do you have any of the following Social Media accounts?

- Facebook Yes No Would like to add
 LinkedIn Yes No Would like to add
 Twitter Yes No Would like to add
 Pinterest Yes No Would like to add
 Instagram Yes No Would like to add
 YouTube Yes No Would like to add
 Other _____ Yes No Would like to add

- Are your social media sites branded correctly? Yes No Needs an update
 Do you have citations & consistency across all platforms? Yes No Needs an update
 Have you defined your audience? Yes No Needs an update
 Do you have shareable Content? Yes No Needs an update
 Do you have a monthly plan for all platforms? Yes No Needs an update
 Are you using the 50,30 20 Rule? Yes No Needs an update
 (50% engage, 30% inform, 20% promote)
 Are you responding/engaging everyday? Yes No Needs an update
 Are you using Analytics? Yes No Needs an update
 Do you have too many SM accounts? Yes No Needs an update

Email

- Are you gathering email addresses from visitors? Yes No Needs an update
 Is there a marketing funnel plan in place? Yes No Needs an update
 Are your emails branded, targeted, purposeful? Yes No Needs an update
 Are you meeting your audience at all stages? Yes No Needs an update

Blog

- Do you have a blog? Yes No Needs an update
 Is it current? Yes No Needs an update
 Is it branded? Yes No Needs an update
 Does it collaborate with your other channels? Yes No Needs an update

Location services

- Are you listed with online directories? Yes No Needs an update
 Is it updated and inviting? Yes No Needs an update

Review

Are you meeting your objectives? What can you do better?

Are your customer touch points adequate for your business?

Is your content and design up to date and effective?

With all Action plans, do the following:

- Use SMART marketing Specific, Measurable(KPI), Attainable, Relevant, Timebased
- Create a visual picture of what you want your Online Presence to look like

Overall questions to keep in mind to help get your audience to know, like, and trust you:

- Content - Is it clear, concise, and compelling? Evergreen content available?
- Brand - does it have specific visual identity, tone of voice, consistency?
- Channel collaboration - do all channels integrate and collaborate with each other?
- Operations - make sure everything's working