

# ARE YOU CONVERTING YOUR MARKETING & TRAFFIC DRIVING EFFORTS INTO BUSINESS?



## Website Evaluation Worksheet

Answer the questions below to the best of your ability. If you don't know the answers, find out and fill them in later.

### Are You Positioned as the Trusted Advisor?

1. When prospects visit your website, within the first 7 seconds, can visitors see:

a. What you do? (Your Unique Selling Proposition) **Yes** ☐ **No** ☐

i. List or describe the elements of your homepage that convey this information.

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

b. Within the first 7 seconds, does your site convey a clear indication that you understand their pains/problems? **Yes** ☐ **No** ☐

i. List the elements of your homepage that convey this understanding.

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c. Social proof and educational content that positions you as an expert? **Yes** ☐ **No** ☐

i. Check all you are currently using. Circle those you have but are not currently using:

- ☐ Testimonials
- ☐ Awards
- ☐ Ratings/Rankings
- ☐ Credentials
- ☐ Publications By You
- ☐ Press Publications About You
- ☐ Media Appearances
- ☐ Client List
- ☐ Others (list them):

2. How many educational downloads are available on your website? \_\_\_\_\_

3. How many of the educational downloads require visitors to opt in? \_\_\_\_\_

### **Does Your Website Capture Leads?**

4. How many visitors did your site have last month? \_\_\_\_\_

5. How many of those visitors opted-in last month? \_\_\_\_\_

6. What is your conversion rate (visitors/opt-ins) for last month? \_\_\_\_\_

7. How many opt-in forms do you have on your website? \_\_\_\_\_

8. Is there an opt-in form present on your homepage? **Yes** ☐ **No** ☐

9. When visitors opt-in, are leads captured in a unique database? **Yes** ☐ **No** ☐

### **Does Your Website Convert Leads to Sales?**

10. What is your conversion rate (visitors/buyers) last month? \_\_\_\_\_

11. How many of the leads captured last month have been followed up on? \_\_\_\_\_

12. How many follow-up messages were sent last month to all prospects? \_\_\_\_\_

13. If you don't sell online, does your website act as a sales agent by:

a. Educating your prospects about your offering? **Yes** ☐ **No** ☐

b. Resolve common concerns that your prospects have? **Yes** ☐ **No** ☐

c. Show the benefits of your product or service? **Yes** ☐ **No** ☐

d. Include a call to action to move the prospect one step closer to the purchase? **Yes** ☐ **No** ☐

14. If you do sell online, do you:

a. Use a Thank You Page after the initial opt-in and download to redirect visitors to a call to action to buy? **Yes** ☐ **No** ☐

b. If you do sell online, do you use a Shopping Cart that allows:

i. Creating and tracking promotions & specials? **Yes** ☐ **No** ☐

ii. Upselling relevant products/services to customers at the time of checkout? **Yes** ☐ **No** ☐

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