

WEBSITE DIAGNOSTIC

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|---------------|--|
| 1 | Is your phone number in the upper righthand corner? |
| 2 | Is your phone number a click-to-call on mobile? |
| 3 | Are your social media icons in the upper page border? |
| 4 | Is your company address easily accessible and fixed to all pages? |
| 5 | Is your phone number large and bold? |
| 6 | Is your phone number in a fixed position on all pages? |
| 7 | Do you have a click-with-questions on your homepage? |
| 8 | Do you have a clickable "Questions" link on the homepage - Links to "Contact Us" form? |
| 9 | Is your clickable "Questions" link in the upper right corner? |
| 10 | Is your clickable "Questions" link fixed to all pages? |
| 11 | Is your "Contact Us" form simple? - only asks for Name, Phone Number and E-mail |
| 12 | Do you have a Blog or Vlog tab? |
| 13 | Do you have a Specials, Promotions, or Events tab? |
| 14 | Do you have a Photo Gallery tab? |
| 15 | Do you have Before and After photos on your site? |
| 16 | Do you have Before and After photos for all services? |
| 17 | Are you taking your own Before and After photos of clients? |
| 18 | Are you posting promotions or events to your website? |
| 19 | Are you posting promotions or events monthly and are they up to date? |
| 20 | Do you post a promotion or event as a pop up on your homepage? |
| 21 | Do you review your monthly Google Analytics report? |
| 22 | Do you currently use pay-per-click, Google Adwords or keywords for traffic? |
| 23 | Does your website URL include what you do and where you are located? |
| 24 | Do you know on average how many leads per month you get from your website? |
| 25 | Do your social media links work? |
| 26 | Do you only have the social media links you actively use? |
| 27 | Do you mirror your Facebook Posts on Instagram? |
| 28 | Do you have a monthly Gift Certificate Contest on your homepage to generate leads? |
| 29 | Do you send out weekly e-mail offers to your clients? |
| 30 | Do you send out any marketing e-mails to your clients? |
| 31 | Do you update your e-mail marketing list monthly? |
| 32 | Do you use MailChimp, Active Campaign or Constant Contact for e-mailing? |
| 33 | Do you review how effective your e-mail marketing campaigns are through analytics? |
| 34 | Do you post 3-5 times per week on Facebook? |
| 35 | Are you posting more than 7 posts per week? |
| 36 | Do you use Insights on Facebook to see how the posts are doing? |
| 37 | Do you analyze your monthly follower trends on social media? |
| 38 | Do you have a goal with your social media posts? EX: SHARE or COMMENT? |
| 39 | Are you successfully growing your social media followers? |
| 40 | Do you use YouTube? |
| 41 | Do you use Instagram? |
| 42 | Do you regularly post vlogs or blogs to your website and social media platforms? |
| 43 | Do you use cross-promotions or value-added offers INSTEAD of discounting? |
| 44 | Do you have a regular process in place to solicit patient reviews? |
| 45 | Do you update testimonials on your website quarterly? |
| 46 | Is your website mobile-enabled? |
| 47 | Do you or staff view your site monthly and on mobile? |
| 48 | Do you get back to e-mail inquiries within 15 minutes - via email or phone? |
| 49 | Do you get back to e-mail inquiries the same day? |
| 50 | Do you have a person responsible or assigned to follow up on e-mail inquiries? |
| Totals | |

BENCHMARKING - How are you doing?

WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS

AVERAGE - YOU CAN ROCK THIS PRETTY QUICKLY

OUCH - YOU NEED TO GIVE SOME ATTENTION ASAP

