



<b>WEBSITE DIAGNOSTIC</b>	
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?
<b>Totals</b>	
<b>BENCHMARKING - How are you doing?</b>	
WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS	
AVERAGE - YOU CAN ROCK THIS PRETTY QUICKLY	
OUCH - YOU NEED TO GIVE SOME ATTENTION ASAP	

