



Internet Marketing Assessment Questionnaire

Purpose

The goal of this assessment is to help you gauge where you are with your business on the internet. The questions are designed to cover multiple aspects and not everyone may be applicable to you and your business.

Process

Answer every question ranging from 1 (no or not currently) to 3 (absolutely). 3's often includes a bonus so 2's is most common. If you feel it does not apply do not answer or count as a zero (0).

These questions will determine how current your website is and how it adheres to best practices to being found via basic internet searches via multiple devices and platforms. Answer as completely and truthfully as you can. Total up the columns (Number of 1's, 2's and 3's) and then total all of them to reveal your total score for this section.

Website	Rank	1	2	3
Number of years since your website was created?	1=Recent 2=3yrs 3=5yrs			
How long since your website was added to or updated?	1=1yr+ 2=3mon 3=1wk			
What is the number of visitors your website gets a month? (Do not check if you don't know)	1=100 2=300 3=600			
Do have an opt-in form for your email list? (Bonus for a giveaway)	1=No 2=Yes 3=Bonus			
Is your website dynamic? (Content Management System)? (Bonus for Wordpress)	1=No 2=Yes 3=Bonus			
Do you have a mobile website? (Bonus if you have an integrated responsive design)	1=No 2=Yes 3=Bonus			
Do you blog? (Bonus for being part of your website and not a separate URL)	1=No 2=Yes 3=Bonus			
Do you have Paypal buttons on your website? (Bonus for full eCommerce)	1=No 2=Yes 3=Bonus			
Does every page have a call to action? (Bonus for a free downloadable or Video)	1=No 2=Yes 3=Bonus			
Add Up Your Totals	Add Columns (1's 2's 3's)			
	TOTAL			

These questions will determine how current your current email marketing is being utilized and how it is integrated into your overall internet marketing systems and procedures. Answer as completely and truthfully as you can. Total up the columns (Number of 1's, 2's and 3's) and then total all of them to reveal your total score for this section.

Email Marketing	Rank	1	2	3
Do you use email to market your business? (Bonus for a paid-for service)	=No 2=Yes 3= Bonus			
Number of people on your list?	1=100 2=500 3= 1000+			
Do you send out a broadcast email at least once a week? (Bonus for more)	1=No 2=Yes 3= Bonus			
Do you have an email subscribe form(s) on your website? (Bonus for Social Media sites)	1=No 2=Yes 3= Bonus			
Does your email program include autoresponders? (Bonus for using them)	1=No 2=Yes 3= Bonus			
How many autoresponder emails in your average sequence?	1=1 2=2-7 3= 7+			
Do your autoresponders include offers or giveaways? (Bonus for eBooks)	1=No 2=Yes 3= Bonus			
What is your open rate for emails?	1=Don't Know 2=<25% 3=>25%			
Do you have multiple segmented lists? (Bonus for autoresponders for each)	1=No 2=Yes 3= Bonus			
Add Up Your Totals	Add Columns (1's 2's 3's)			
	TOTAL			

These questions will determine how current your current social media marketing is being utilized and how it is integrated into your overall internet marketing systems and procedures. Answer as completely and truthfully as you can. Total up the columns (Number of 1's, 2's and 3's) and then total all of them to reveal your total score for this section.

Social Media	Rank	1	2	3
Do you have a Facebook account? (Bonus for a business page)	1=No 2=Yes 3= Bonus			
Do you have a LinkedIn account? (Bonus for a business page)	1=No 2=Yes 3= Bonus			
Do you have a Twitter account? (Bonus for multiple - business & personal)	1=No 2=Yes 3= Bonus			
Do you have a Pinterest account? (Bonus for a business page)	1=No 2=Yes 3= Bonus			
Do you have a Google+ account? (Bonus for a brand page)	1=No 2=Yes 3= Bonus			
How often do you post? (1) Not Much, (2) Daily, (3) Often	1=NM 2=D 3= O			
How often do you post across multiple platforms? (1) Not Much, (2) Daily, (3) Often	1=NM 2=D 3= O			
Are your posts driving traffic back to your website? (Bonus for measuring often)	1=No 2=Yes 3= Bonus			
Do your posts contain your generated content? (Bonus for audio or video)	1=No 2=Yes 3= Bonus			
Add Up Your Totals	Add Columns (1's 2's 3's)			
	TOTAL			

These questions will determine how current Google is being utilized and how it is integrated into your overall internet marketing systems and procedures. Answer as completely and truthfully as you can. Total up the columns (Number of 1's, 2's and 3's) and then total all of them to reveal your total score for this section.

Google	Rank	1	2	3
Do you have a Google account? (Bonus for Google+ For Business- aka GFB)?	1=No 2=Yes 3= Bonus			
Do you have Google For Business 100% complete? (Bonus = Check Stats Weekly)	1=No 2=Yes 3= Bonus			
Have multiple brand pages(s)? (Bonus = GFB associated with business location)	1=No 2=Yes 3= Bonus			
Have you set-up Google Analytics for your website(s)? (Bonus = Check Weekly)	1=No 2=Yes 3= Bonus			
Do you have a Google Adwords Account? (Bonus for actively using)	1=No 2=Yes 3= Bonus			
Are you aware of Google AdSense? (Bonus for actively using)	1=No 2=Yes 3= Bonus			
Are you aware of Google Alerts? (Bonus for actively using)	1=No 2=Yes 3= Bonus			
Are you actively posting to your personal Google+ Account? (Bonus for daily)	1=No 2=Yes 3= Bonus			
Are you actively posting to your Google+ brand page(s)? (Bonus for daily)	1=No 2=Yes 3= Bonus			
Add Up Your Totals	Add Columns (1's 2's 3's)			
	TOTAL			

These questions will determine how current multi-media marketing is being utilized and how it is integrated into your overall internet marketing systems and procedures. Answer as completely and truthfully as you can. Total up the columns (Number of 1's, 2's and 3's) and then total all of them to reveal your total score for this section.

Multi-Media	Rank	1	2	3
Do you create video content? (Bonus for sharing on Social Media)	1=No 2=Yes 3= Bonus			
Do you create audio content? (Bonus for sharing on SoundCloud or other service)	1=No 2=Yes 3= Bonus			
Do you have a YouTube Channel? (Bonus for 10+ videos uploads)	1=No 2=Yes 3= Bonus			
Do you have a podcast? (Bonus published to iTunes)	1=No 2=Yes 3= Bonus			
Have you written an article or white paper? (Bonus published to another website)	1=No 2=Yes 3= Bonus			
Have you published an ebook? (Bonus published to Amazon)	1=No 2=Yes 3= Bonus			
Have you sold an ebook on Amazon? (Bonus for multiple)	1=No 2=Yes 3= Bonus			
Have you published a presentation to Slideshare? (Bonus for multiple)	1=No 2=Yes 3= Bonus			
Have you published a book on Amazon? (Bonus for an Author Page)	1=No 2=Yes 3= Bonus			
Add Up Your Totals	Add Columns (1's 2's 3's)			
	TOTAL			

Assessment

Instructions:

Add up the totals from each section and add it to the results.

Total up all the results to get your score.

Each section is an indicator of strengths and weaknesses.

Don't take it too harsh or too lightly.

Scores

TOPIC

21-30 - Internet Marketing Rock Star

11-20 - Solid - Could Use Improvement

1-10 - You Could Use Help

Results

Topic	Results
Websites	
Email	
Social Media	
Google	
Multi-Media	
TOTALS	

Overall

126-150 - Internet Marketing Rock Star

76-125 - Solid - Could Use Improvement

1-75 - You Could Use Help