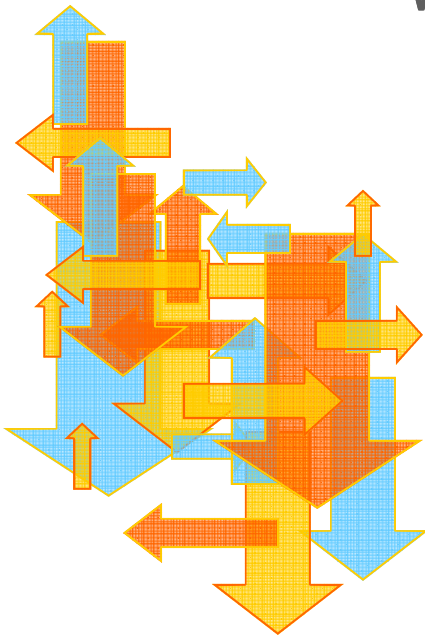


MARKETING INTELLIGENCE ASSESSMENT:

DISCOVER WHAT YOU KNOW—
WHAT YOU DON'T—
AND WE'LL HELP YOU FIGURE OUT
WHAT TO DO ABOUT IT



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888-747=6049

Time for a

Marketing Intelligence Review...

This document will serve two purposes for you.

First, you can fill it out to get a solid idea of what you know and what you don't know—what you should be tracking and analyzing, and ways to use that information.

Secondly, you can share your results with us during a free consultation and we'll discuss with you ways to improve your marketing intelligence and integrate it with SEO and other marketing systems.

If you'd like to review your answers with us during a consultation, print out and fill in the following Assessment and fax or

Part One. Developing Your Online

Marketing Benchmarks

Let's look at each item you've tracked for the past 12 months or longer:

Number of unique visitors to your website

Amount of time average visitor remained on your website

Number of unique visitors that converted into a lead

Number of unique visitors that converted into a sale

Revenue earned per website sale

Revenue earned per unique visitor

Now let's look at each item you've recently begun into a lead

to track, or plan to track:

- Number of unique visitors to your website
- Amount of time average visitor remained on your website
- Number of unique visitors that converted into a lead
- Number of unique visitors that converted into a sale
- Revenue earned per website sale
- Revenue earned per unique visitor

Part Two. Review Your Online Marketing Approach

Tell us which of the following online marketing strategies you are currently employing (or have employed in the past 6 months):

- Banner Advertising
- Search Engine Optimization/Submission
- Press Releases Online
- Social Networking or Bookmarking
- Local Search
- Pay Per Click (PPC)

Now
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have looked at developing benchmarks against which we can compare your future marketing initiatives, we need to re-view your overall online marketing approach to see how SEO and our other offerings factor in.

Which of the following online marketing strategies would you like to consider employing now or in the near future?

- Press Releases Online
- Social Networking or Bookmarking
- Local Search
- Pay Per Click (PPC)
- Banner Advertising
- Retail Search Engines
- Search Engine Optimization/Submission

Not only can we help you implement many of the above marketing strategies, but more importantly, we want to ensure that any SEO or other marketing initiatives we launch for you work hand-in-hand with your other marketing efforts to ensure a profitable synergy.

Part Three. Describe Your Copywriting Needs.

What types of copy assistance do you expect to have now, or within the next six months?

- Website Copy
- Direct Response
- Emails/Newsletters
- Blogs/Social Profiles (MySpace Page)
- Advertising Copy

Next,
de-

scribe any copywriting needs you may have. Leave blank if you do not require any copy:

Now let's take

Your Website's Traffic Temperature

Your website is the keystone of your online marketing efforts. If some aspect of your website isn't performing, or if your targeted audience can't find it, all your online efforts will suffer.

This next section will take a quick snapshot of your website's current temperature, i.e. how HOT or COLD it is in relation to three elements of performance:

A. On Page Optimization

B. Sales/Lead Conversion

C. Stickiness & Interactivity

With

this

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Check off all the optimization elements or tasks you currently implement on your website:

Keyword Optimized Content

Unique, Keyword Targeted Title for each page

Keyword Optimized Meta Tags & Alt Tags

Optimized and Tagged Blog Posts (for ranking on blog search sites like Technorati)

Proactive, Consistent Linking Strategy

Link Monitoring (do you know who is

Sales or Lead Conversion Analysis

Do you track your sales and leads, where they come from, what they responded to, and how much they're worth? How often do you split test your various marketing and conversion elements—such as copy, headlines, placement, colors, offers, and pricing?

Getting traffic to your website will only benefit your company if you can optimally convert that traffic into revenue. We

can

help

you

in-

Part One. Testing.

Identify which elements you currently test on your sales page, lead acquisition page, or other marketing/conversion pages:

Headline

Font or Background Colors/Typeface

Text Variations

Offer

Guarantee or Discount Offer

Subscription Form & Button Type

Part Two. Tracking.

Identify which elements you currently track for each visitor:

Referrer URL (where visitor came from)

Entry Page

Exit Page

Length of Time On-Site

Offer Responded To (if visitor takes an action on your site, do you know which offer he responded to?)

Stickiness and Interactivity

A site's stickiness is determined by how often visitors return to your site and how long they remain there. Stickiness is important for several reasons. First of all, the more exposure your visitors have to your company and its offerings, the more likely they are to purchase from you.

Secondly, if you choose to sell advertising on your website, or you choose to partner with another company to offer their products or services to your site visitors, the length of time your visitors remain on your site, and how often they return, will factor largely in your negotiations.

In advertising, stickiness is often referred to as "Depth of Engagement."

In-

Check off every dynamic or interactive element User-Generated Content

your website currently has in place:

Podcasts, Vcasts, Other Media

Social Networking/Bookmarking

Blog Update Frequency: _____

Community Forums Popular? YES/NO

New Content Frequency: _____

Check off every dynamic or interactive element you'd LIKE your website to have:

Interactivity is also important—to build a trust and rapport between your company and its visitors. This encourages repeat sales, loyal customers, and positive word of mouth.

Let's look at how your website currently approaches stickiness and interactivity and then we'll look at how you'd like to turn up your site's temperature in this area.

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Let's See

Fill in your ball-park goal for each of the following areas (we can refine these later):

- % Increase in Overall Traffic _____
- % Increase in Conversions _____
- # Unique Visitors/Month _____

Where You Want to Go...

We're just about finished. All we need now is an idea of your overall objectives. Later, we'll use these to develop project milestones and overall efficiency analysis.

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Excellent. You're all done. Thank you for taking the time to fill out this assessment.

