

# Your Marketing Scoresheet

Find out where you are wasting marketing spend & missing sales opportunities.

## 5 Website Metrics You Must Know To Improve Your Sales Results:

- Total Unique Visitors & A Breakdown Of Which Channels They Came From
- Which Pages Have The Most Views & The Most Drop Offs (Exits)
- The Most Sticky Cities, States, Day Of Week & Hour Of Day
- The Top 3rd Party Sites & Social Media Channels That Are Referring Visitors
- Average Time On Site, Pages Per Session & Bounce Rate Overall

## 5 Answers You Must Know To Beat Your Competition Every Time:

- Why should someone buy from your company and not any other?
- What is totally unique about your product or service experience?
- What bold guarantee or special offer are you making that nobody else is?
- Does your brand tell a story that people can emotionally connect with?
- Does your website clearly explain the 4 points above in under 7 seconds?

## 5 Processes You Must Have To Close More Deals:

- Do you have heatmapping to know what is causing visitors to leave or stay on your site?
- Do you have call tracking to know how many calls each channel yields and the average time per call?
- Do you have a contact form that redirects to a thank you video after someone fills it in?
- Do you have a CRM tool that automatically logs all your leads in a central database?
- Do you have a follow up tool that humanizes & speeds up the sales experience with video?

## 5 Musts To Get More Visitors From Organic Searches:

- Have you set up the right page titles, descriptions, meta tags and URL structure?
- Do you publish a relevant, keyword focused blog post once per week?
- Is your site linked to from high profile directories, magazines & news/PR sites?
- Do you have Google My Business, Analytics & Search Console set up?
- Is your site's load time less than 3 seconds and adaptive to phone and tablet screens?

## 5 Elements Your Website Must Have To Convert More Visitors Into Buyers:

- Compelling Headlines Explaining Why To Buy From Your Company & Not Any Other
- An Introduction Video That Builds Trust & Adds Warmth In The Cold Internet World
- Testimonials With Faces To Prove To Visitors That Everything You're Saying Is True
- Phone-Friendly Coding To Prevent Mobile Users From Leaving Your Site Frustrated
- Contact Info That Is Sticky On The Screen With A Strong Offer & Call-To-Action

## 5 'Hidden' Insights That Will Improve Your AdWords Campaigns:

- Average Seconds On Site For Your Top Keywords Ranked By Clicks
- 'Search Terms' That Your Ideal Customer Is Actually Typing In
- 'Search Market Share' Of Your Campaigns, Ad Groups & Keywords
- Your Most Profitable Time Of Day, Day Of Week & ZIPs/Cities/States
- 'Conversion Tracking' To Capture All Inbound Calls, Forms & Purchases

