Domain : dsdunitedstates.com

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Strategy | Questions | S | W | O | T |
| 1. Get   Noticed |  Do you have a strong online presence across both search engines and social sites?   Is your webpage ranking high in search results?   Is your website older than one year?   Does your search results rank for the keywords that describe your service?   Do you have a strong brand name and logo? | S  S | W  W  W | O  O  O | T  T |
| 1. Drive Traffic |  Is your results on search engines look like goggly-gook or does it make sense?   Are you showing ‘calls to action’ and ‘benefits’ in your search results and social sites?   Do you have many ‘followers’ on Facebook, LinkedIn, Twitter and other social sites? | S | W  W | O  O | T |
| 1. Be Sticky |  Can a visitor instantly tell what your website is about?   Does your website present unique and intriguing content that people want to read?   Does your website succeed in grabbing visitor attention?   Is your website load time fast enough?   Do you have a simple and user-friendly website – easy to find information through search and navigation?   Do you have nice images that explain ’1000 words’ each?   Does every page have a link back to your homepage? | S  S  S  S | W  W  W | O  O | T  T  T  T  T  T |
| 1. Build Trust |  Is your reputation good in the marketplace?   Is your navigation simple and easy?   Does your website have case studies and practical applications of product or service use?   Do you EXPLICITLY speak to the benefit of the customer?   No spelling and grammar mistakes | S  S  S | W  W | O  O  O | T  T |
| 1. Stay in Touch |  Do you have a newsletter?   Is your newsletter easy to sign up for?   Are your buttons to your social sites visible?   Do you give your customers reasons to call you on the phone?   Do you provide fresh content regularly? | S  S | W  W  W | O  O | T  T  T |
| 1. Generate Sales or Leads |  Do you offer a unique product or service?   Is your level of expertise obvious? Is it better than your competitors?   Is your catalog easy to use and products easily found?   Is your checkout easy to use?   Is value of your product easy to understand?   Product or service range is good? | S  S  S  S | W  W | O  O | T  T  T  T |
| 1. Create Referrals |  Do you provide outstanding customer service?   Do you tell your customers to refer you, give them incentive to do so?   Do you reward your customers when they do refer you?   Do you know how to create a [culture of testing](http://www.thinkaroundcorners.com/2010/02/27/creating-a-culture-of-testing-part-1-of-3/) that allows you to create even better customer service? | S  S | W  W | O  O  O | T |