SWOT Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **INTERNAL (YOU)** | **EXTERNAL (COMP.)** | | | |
| **STRATEGY** | **QUESTIONS** | **(S)** | **(W)** | **(O)** | **(T)** |
| 1. Get noticed. | Do you have a strong online presence across both search engines and social sites? |  |  |  | 1 |
|  | Is your webpage ranking high in search results? |  | 1 |  |  |
|  | Is your website older than one year? |  |  |  |  |
|  | Does your search results rank for the keywords that describe your service? | 1 |  |  |  |
|  | Do you have a strong brand name and logo? |  |  |  | 1 |
| 2. Drive traffic. | Is your results on search engines look like goggly-gook or does it make sense? |  | 1 |  |  |
|  | Are you showing ‘calls to action’ and ‘benefits’ in your search results and social sites? |  | 1 |  |  |
|  | Do you have many ‘followers’ on Facebook, LinkedIn, Twitter and other social sites? |  |  |  | 1 |
| 3. Be sticky. | Can a visitor instantly tell what your website is about? |  |  |  | 1 |
|  | Does your website present unique and intriguing content that people want to read? |  | 1 |  |  |
|  | Does your website succeed in grabbing visitor attention? |  | 1 |  |  |
|  | Is your website load time fast enough? |  | 1 |  |  |
|  | Do you have a simple and user-friendly website – easy to find information through search and navigation? |  | 1 |  |  |
|  | Do you have nice images that explain ’1000 words’ each? | 1 |  |  |  |
|  | Does every page have a link back to your homepage? |  | 1 |  |  |
| 4. Build trust. | Is your reputation good in the marketplace? |  |  |  | 1 |
|  | Is your navigation simple and easy? |  | 1 |  |  |
|  | Does your website have case studies and practical applications of product or service use? | 1 |  |  |  |
|  | Do you EXPLICITLY speak to the benefit of the customer? | 1 |  |  |  |
|  | No spelling and grammar mistakes | 1 |  |  |  |
| 5. Stay in touch. | Do you have a newsletter? |  |  | 1 |  |
|  | Is your newsletter easy to sign up for? |  | 1 |  |  |
|  | Are your buttons to your social sites visible? |  | 1 |  |  |
|  | Do you give your customers reasons to call you on the phone? |  | 1 |  |  |
|  | Do you provide fresh content regularly? |  | 1 |  |  |
| 6. Generate sales or leads. | Do you offer a unique product or service? | 1 |  |  |  |
|  | Is your level of expertise obvious? Is it better than your competitors? |  |  | 1 |  |
|  | Is your catalog easy to use and products easily found? |  | 1 |  |  |
|  | Is your Admission Process easy to use? |  | 1 |  |  |
|  | Is value of your product easy to understand? |  | 1 |  |  |
|  | Product or service range is good? |  |  | 1 |  |
| 7. Create referrals. | Do you provide outstanding customer service? |  | 1 |  |  |
|  | Do you tell your customers to refer you, give them incentive to do so? |  | 1 |  |  |
|  | Do you reward your customers when they do refer you? |  | 1 |  |  |
|  | Do you know how to create a culture of testing that allows you to create even better customer service? |  | 1 |  |  |
| Total |  | 6 | 20 | 3 | 5 |