

Is Your Web Design and SEO Business Ready to Sell?

A Checklist

The more boxes you can check on this list, the more your business is in a position to sell.

- ☐ Can the business run without you?
- ☐ Can the business still thrive if you lose your top client?
- ☐ Does your team have an organized workflow process to follow?
- ☐ Will the team be able to continue the same process even under new management?
- ☐ Does the business exclude your personal name?
- ☐ Have clients worked with different team members easily?
- ☐ Does the business charge competitive rates?
- ☐ Does the business have recurring revenue streams (hosting, website maintenance contracts, search engine optimization)?
- ☐ Is there an ongoing history of this recurring revenue and is it documented (with client contracts and in financial records)?
- ☐ The business has several long-term clients and can provide information on how much money they have spent.
- ☐ The business website brings in regular traffic and produces qualified leads. The traffic and leads are also documented.
- ☐ Does the business serve a specific niche in the market?
- ☐ Has the business been established for a minimum of one year?
- ☐ Can the business revenue continued to increase overtime and can this be proven with financial records?