|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Internal | | External | |
| Strategy | Questions | (S) | (W) | (O) | (T) |
| 1. Get   Noticed | Do you have a strong online presence across both search engines and social sites? | Y |  |  | Y |
|  |  |  |  |
|  |  |  |  |
| Is your webpage ranking high in search results? |  | Y |  | Y |
|  |  |  |  |
| Is your website older than one year? |  | Y |  | N |
| Does your search results rank for the keywords that describe your service? |  | Y |  | Y |
|  |  |  |  |
| Do you have a strong brand name and logo? | Y |  | Y | Y |
|  |  |  |  |
| 2. Drive Traffic | Is your results on search engines look like goggly-gook or does it make sense? | N |  |  | N |
|  |  |  |  |
|  |  |  |  |
| Are you showing ‘calls to action’ and ‘benefits’ in your search results and social sites? | Y |  | Y | Y |
|  |  |  |  |
| Do you have many ‘followers’ on Facebook, LinkedIn, Twitter and other social sites? | Y |  |  | Y |
|  |  |  |  |
|  |  |  |  |
| Y |  |  |  |
|  |  |  |  |
| 1. Be Sticky | Can a visitor instantly tell what your website is about? | Y |  |  | Y |
|  |  |  |  |
|  |  |  |  |
| Does your website present unique and intriguing content that people want to read? |  | N |  | Y |
|  |  |  |  |
| Is your website load time fast enough? | Y |  | Y | Y |
| Does your website succeed in grabbing visitor attention? |  | N |  | Y |
|  |  |  |  |
| Do you have nice images that explain ’1000 words’ each? |  | N |  | Y |
|  |  |  |  |
| Does every page have a link back to your homepage? | Y |  |  | Y |
| Do you have a simple and user-friendly website – easy to find information through search and navigation? |  | N |  | Y |
| 4. Build Trust | Is your reputation good in the marketplace? | Y |  |  | Y |
|  |  |  |  |
|  |  |  |  |
| Is your navigation simple and easy? |  | N | Y | Y |
|  |  |  |  |
| Does your website have case studies and practical applications of product or service use?social sites? |  | N | Y | Y |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Do you EXPLICITLY speak to the benefit of the customer? |  | N | Y | Y |
| No spelling and grammar mistakes | Y |  |  | Y |
| 5 Stay in Touch | Do you have a newsletter? | Y |  |  |  |
| Is your newsletter easy to sign up for? |  | N |  |  |
| Are your buttons to your social sites visible? |  | N | Y | Y |
| Do you give your customers reasons to call you on the phone? | Y |  |  |  |
| Do you provide fresh content regularly? |  | N | Y | Y |
| 6 Generate Sales or lead | Do you offer a unique product or service? | N |  |  |  |
| Is your level of expertise obvious? Is it better than your competitors? |  | N | Y | N |
| Is your catalog easy to use and products easily found? |  | N |  |  |
| Is your checkout easy to use? |  | N |  |  |
| Is value of your product easy to understand? |  | N |  |  |
| Product or service range is good? |  | N |  |  |
| 7 Create referrals | Do you provide outstanding customer service? |  | N | Y | Y |
| 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? | Y |  |  |  |