|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | **INTERNAL (YOU)** | | **EXTERNAL (COMP.)** | |
| **STRATEGY** | **QUESTIONS** | **(S)** | **(W)** | **(O)** | **(T)** |
| 1. [Get noticed](http://www.thinkaroundcorners.com/2010/02/04/the-7-strategies-strategy-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? | X |  |  |  |
| 2. [Drive traffic](http://www.thinkaroundcorners.com/2010/02/11/the-7-strategies-strategy-2-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? | X |  |  |  |
| 3. [Be sticky](http://www.thinkaroundcorners.com/2010/02/17/the-7-strategies-strategy-3-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? |  |  |  | X |
| 4. [Build trust](http://www.thinkaroundcorners.com/2010/02/24/the-7-strategies-strategy-4-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 | X |  |  |  |
| 5. [Stay in touch](http://www.thinkaroundcorners.com/2010/03/03/the-7-strategies-strategy-5-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? |  | X |  |  |
| 6. [Generate sales or leads](http://www.thinkaroundcorners.com/2010/03/12/the-7-strategies-strategy-6-generate-sales-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? |  |  |  |  |
| 7. [Create referrals](http://www.thinkaroundcorners.com/2010/03/19/the-7-strategies-strategy-7-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? |  |  |  | X |