# Online Profitability Checklist

**ENFUSEN™**
Digital Marketing Agency

## Directions

Using this Online Profitability Checklist is easy.  Simply answer each question as objectively as possible. Remember, the goal is to increase the profitability of your website.  It's not to "get the right score".  Nor is it about ego.  Answer honestly and you're guaranteed to find areas of improvement for your website and other online marketing strategies.

NOTE:  If you do not understand something or if you're not sure about your answer then please check "No".

| Objective | Yes | No |
|---|---|---|
| 1.  Does your website clearly convey your company's USP (Unique Selling Proposition)? | ☐ | ☐ |
| 2.  Does your site past the "Eye" test? | ☐ | ☐ |
| 3.  Does your site provide benefits and solutions to the visitor or is it focused on you only? | ☐ | ☐ |
| 4.  Is your site indexed in the search engines? | ☐ | ☐ |
| 5.  Is the structure of your website setup correctly so it will be listed on the first page of Google, Yahoo, MSN, etc for your profitable keywords? | ☐ | ☐ |
| 6.  Are you using the correct "Long Tail" keywords to drive targeted visitors to your site? | ☐ | ☐ |
| 7.  Is your website copy formatted correctly so that it not only pre-sells the visitor but maximizes the use of proper keywords? | ☐ | ☐ |
| 8.  Does each page of your site have a single-focused objective? | ☐ | ☐ |
| 9.  Does your site use any of the free analytics programs available? | ☐ | ☐ |
| 10.  Are all of your internal links active and structured properly? | ☐ | ☐ |
| 11.  Is your 404 error page setup to pre-sell your visitors? | ☐ | ☐ |
| 12.  Does your Contact Us page capture visitor's names and email addresses? | ☐ | ☐ |
| 13.  Do you take advantage of a Favicon? | ☐ | ☐ |
| 14.  Are you using multiple online strategies to generate targeted, local visitors to your site? | ☐ | ☐ |
| 15.  Do you use a built-in, autopilot system to capture and follow up with leads that visit your website? | ☐ | ☐ |
| 16.  Do you have a "There is no way I can possibly say no to this…" conversion tool that automatically converts visitors into customers on your website? | ☐ | ☐ |
| 17.  Does your site take advantage of the Social Media opportunities like Twitter, LinkedIn, HubPages, Squidoo, Google Profile, etc. | ☐ | ☐ |
| 18.  Does your site have a built-in credibility mechanism(s)? | ☐ | ☐ |
| 19.  Do you take advantage of a static blog? | ☐ | ☐ |
| 20.  If you visited your site would you want to do business with your company? | ☐ | ☐ |

| Give Yourself 1 point for every YES answer. | |
|---|---|
| 19-20 | Congratulations your site is doing well.  If not, then there is probably 1-2 things missing.  Most likely your not using a USP or demonstrating the benefits clearly to your visitors. |
| 15-18 | Your site is doing okay but you're missing some critical components to make it a profit center. |
| <15 | You're not alone.  Over 95% of all businesses fall into this area.  Call us today to help. |

**Enfusen Digital Marketing Agency http://www.enfusen.com 1-877-999-0271**

REQUEST CONSULTATION

**NEXT STEP:** Contact us today and take advantage of your FREE Online Marketing Audit. We'll go over this checklist in detail and show you where and how to turn your website into a profit center, fast! Call us at 877.999.0271 or visit our website at www.enfusen.com

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