

YOUR INFLATION

# MARKETING SURVIVAL GUIDE

AS YOU READ EACH QUESTION, SIMPLY TICK "YES" OR "NO"

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01	THINK ABOUT YOUR TARGET MARKET AND WHAT ONLINE PLATFORMS THEY ENGAGE WITH THE MOST. ARE YOU SHOWING UP ON THOSE PLATFORMS CONSISTENTLY?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
02	ARE ALL THE MARKETING SERVICES THAT YOU'RE PAYING FOR PRODUCING QUANTIFIABLE RESULTS? IF NOT, IT MIGHT BE WORTH PAUSING THE SERVICES THAT DON'T TO INVEST MORE IN THE ONES THAT DO.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
03	ANALYZE ALL OF THE HOSTING FEES FOR THE DIFFERENT SOFTWARE PLATFORMS YOU'RE PAYING FOR. OUT OF THOSE PLATFORMS, ARE THERE ANY YOU AREN'T UTILIZING REGULARLY THAT YOU COULD SCALE BACK ON?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
04	DOES THE STRATEGY OF YOUR WEBSITE MEET THE NEEDS OF YOUR BUSINESS GOALS? (EX. GOAL: COLLECTING NEW LEADS) IF SO, DOES IT MEET THAT GOAL WITHIN THE FIRST FIVE SECONDS OF IT LOADING?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
05	DOES YOUR WEBSITE TAKE LONGER THAN THREE SECONDS TO LOAD? TEST IT OUT ON YOUR DESKTOP AND YOUR PHONE TO SEE. IF NOT, IT MAY NEED A LITTLE "TLC."	YES <input type="checkbox"/>	NO <input type="checkbox"/>
06	DOES YOUR BUSINESS HAVE A GOOGLE BUSINESS PROFILE? BESIDES YOUR WEBSITE, THIS IS THE MAIN WAY PEOPLE ARE ABLE TO DISCOVER YOUR BUSINESS ONLINE, AND IT IMPROVES YOUR OVERALL RANKING IN A GOOGLE SEARCH.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
07	IS YOUR WEBSITE OPTIMIZED FOR MOBILE DEVICES? PEOPLE BROWSE THE WEB ON THEIR CELL PHONES MORE THAN THEIR COMPUTERS THESE DAYS. IT'S VERY IMPORTANT THAT YOUR WEBSITE IS JUST AS EASY TO NAVIGATE AND USER FRIENDLY FOR PEOPLE WHO ARE ACCESSING IT FROM A SMART PHONE OR A TABLET.	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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