











WEBSITE:

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35



Out of 100

		Blogging	0/6
		SEO	3/3
		Lead Generation	0/3
		Social Media	3/3
		Mobile	0/2



Marketing Grader

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Out of 100

What is the marketing grader?

The Marketing Grader allows you to evaluate the effectiveness of your marketing by looking at many factors, including your website, social media activity, mobile responsiveness, blogging activity, email marketing, lead nurturing, and analytics. You need to be aware of how each of your marketing efforts affect your lead pipeline, and spend your limited time on the activities that will give you the most return. Marketing Grader does just this by analyzing all aspects of your marketing efforts and letting you know where you're succeeding and what you need to spend more time improving.



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Out of 100

Blogging → Is my blog driving results that justify the time investment, or are we wasting time doing the wrong things?

Why is this important?

Did you know that companies that blog get 55% more web traffic and 70% more leads than those that don't?



Blogging

0/6



Set up a blog.



Set up an RSS feed.



Link to your blog from your home page.



Add social sharing buttons to your blog.



Add social subscription options to your blog.



Add an email subscription option to your blog.



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Out of 100

SEO → How optimized is my website to be found by people searching for my services online?

Why is this important?

70% of the links search users click on are organic - not paid. Using keyword-rich alt text can help you rank higher so that you can capture some of that delicious organic traffic for yourself.



SEO

3/3



Add alt tags to your images.



Use page titles without your company name.



Use unique page descriptions. (Meta Description)



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Out of 100

Lead Generation → Are my marketing efforts generating enough leads and sales?

Why is this important?

Businesses with more than 40 landing pages get 12X more leads than those with only a few landing pages.



Lead Generation

0/3



Create landing pages with forms to generate leads.



Set up marketing automation to make your life easier.



Set up analytics to measure your marketing efforts.



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Social Media → How effectively are we using Facebook, LinkedIn, and Twitter in our marketing?

Why is this important?

Companies with 51 to 100 Twitter followers generate 106% more traffic than those with 25 or fewer.

The average company saw a 185% increase in traffic after crossing 1,000 Facebook likes.



Social Media

3/3



Set up a Twitter account.

@YOUR-WEBSITE



Set up a Facebook business page.

www.facebook.com/YOUR-WEBSITE



Link to your social media accounts from your home page.



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Mobile Marketing → Is my web presence optimized for mobile devices?

Why is this important?

Since 43% of all phones are smartphones, and 87% of them use it to access the internet, it probably makes sense to optimize your website sooner rather than later.



Mobile

0/2



Use @media queries or a mobile stylesheet.



Add a meta viewport tag.



Marketing Grader



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