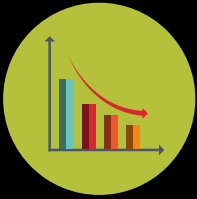


HOW TO GAUGE A BUSINESS' ONLINE POSITION

When valuing a business in any industry, the JPAbusiness team considers the usual elements of business value, such as:



Financial and business performance



Customers and suppliers



Product or service offering



Point of difference, competitive advantage and dynamics



People capability and reliance



Physical location



Specific industry trends, pressures and risks

When assessing the health of a business' online presence, we consider the following indicators and elements:



What people are saying about them, as well as what they're not saying about them

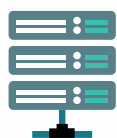
How high they rank in organic searches



If there are positive or negative reviews about their services

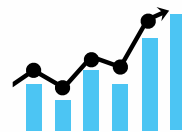


How frequently they appear in relevant searches or, if they don't appear, which of their competitors appear



The size and activity of their online database

The extent to which their digital marketing activity and remote servicing methods impact business development, sales, customer servicing and overall business performance



How the firm is sourcing its business



For information and advice about business value, including our market appraisal and business valuation services, contact the team at **JPAbusiness** on **02 6360 0360**.

www.jpabusiness.com.au

