



**8. HAVE YOU INCLUDED ARTICLES?**

Articles give your website more depth. Self-authored ARTICLES show that you are an expert in your field. If your customer can benefit from articles written by other experts, include them as a customer service. Articles can be posted on BLOGS which also increase your search engine rankings or they can be posted as printable PDF files.

<u>YES</u>	<u>NO</u>
_____	_____
_____	_____
_____	_____

**9. DO YOU HAVE YOUR KEYWORDS BOLDED IN YOUR COPY?**

Many website design firms do not assist with marketing websites. If they did, they would have told you to INCORPORATE KEY WORDS into your copy. Key words are the words people are most likely to input into search engines when looking for your product or service. They can be selected and evaluated by using [www.google.com/analytics](http://www.google.com/analytics).

Once you have selected keywords that seem to generate the most traffic write them into your copy and bold them. When SEARCH ENGINE ROBOTS SCAN for information they pick up on bolded text more than plain text.

**10. IS SOMEONE OPTIMIZING YOUR WEBSITE PRESENCE?**

Is your website lost in cyber space? Can it only be found if someone Goggles your exact name or www.address? The Yellow Pages are collecting dust because the majority of people are using SEARCH ENGINES to find their information. If you cannot be found in the top 10-20 on various search engines, you are missing out on internet search business. Find a SEARCH ENGINE OPTIMIST who can help you increase your website ranking in search engines. SEO specialists can also help you with social media marketing techniques that also increase traffic to websites.

**TOTAL SCORE:** \_\_\_\_\_

If you have answered "NO" to many of these questions, you may want to consider finding a way to turn them into a "YES." After all, your website is the window for the world to view your company:

*It is within your power to ensure viewers like what they see!*

**IF YOU WOULD LIKE ASSISTANCE CREATING, IMPROVING OR SEO MARKETING YOUR WEBSITE, PLEASE US A CALL!**



*Leading Edge Marketing Advice!*

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