

# WEB SUCCESS SCORECARD

Your Web Success Scorecard will help you assess the performance of your online presence and identify opportunities to improve. With this information, it's easier than ever for businesses like yours to find success with your website, lead generation and content.

**BHIRST**  
MEDIA



# WEB SUCCESS SCORECARD

Your Web Success Scorecard has 3 sections to help identify where your business is successful and where you can improve. Each category has 10 levels to score your business and can be broken into 4 status identifiers to easily figure out what is the most important pillar to focus on.

**Use this once a quarter to see where your business web success is improving and use it as a tool to plan the next steps you need to work on.**

**EMPOWER  
YOUR  
BUSINESS**

STRATEGY

TRACKING

SALES PROCESS

**CONVERT  
YOUR  
TRAFFIC**

WEBSITE

FUNNELS

LEAD GENERATION

**AMPLIFY  
YOUR  
PLATFORM**

SUPPORT

AUTOMATION

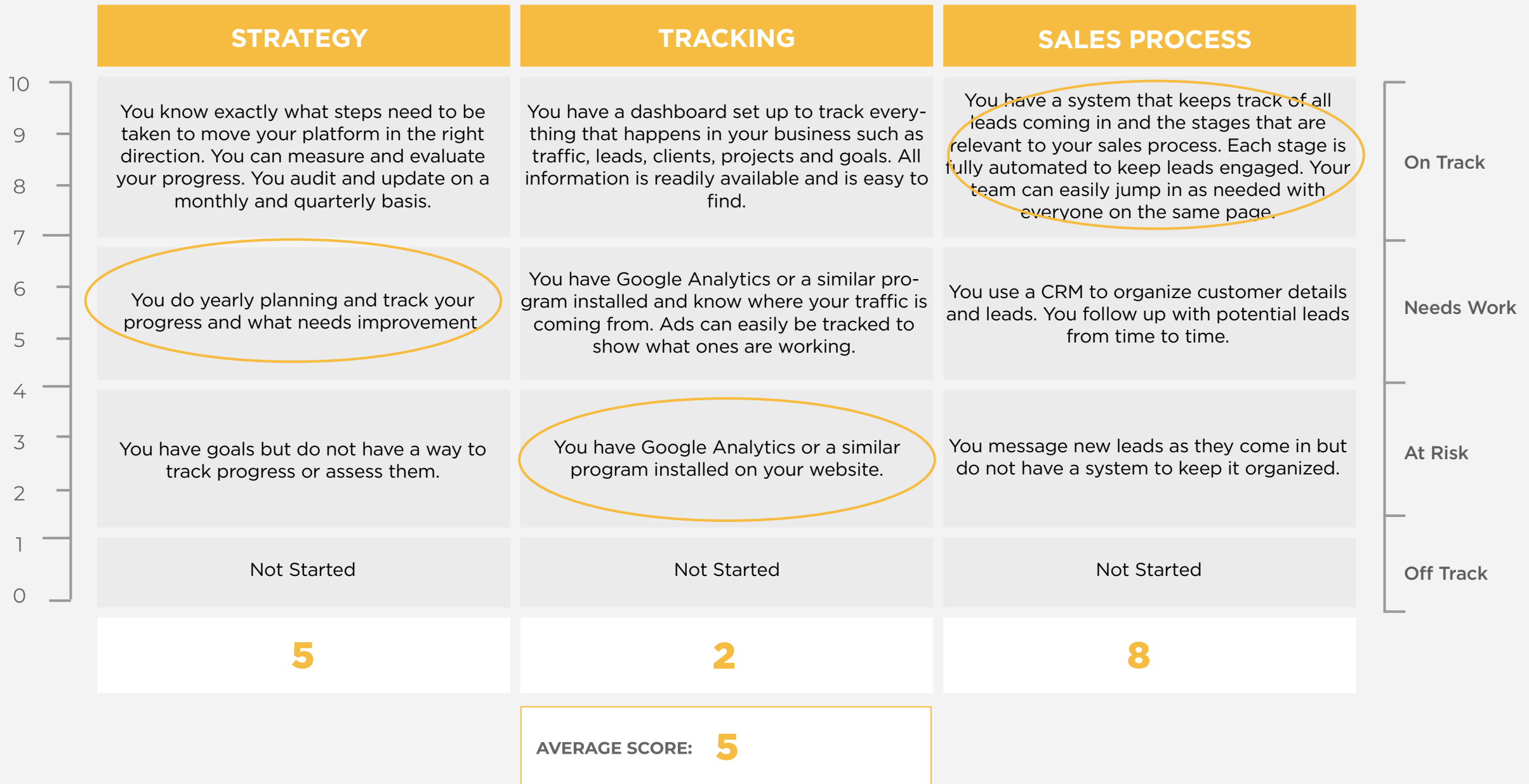
CONTENT CREATION

# WEB SUCCESS SCORECARD

EXAMPLE

## EMPOWER YOUR BUSINESS

by identifying and removing the roadblocks so you can move your business forward.



# WEB SUCCESS SCORECARD

## EMPOWER YOUR BUSINESS

by identifying and removing the roadblocks so you can move your business forward.

	STRATEGY	TRACKING	SALES PROCESS	
10	You know exactly what steps need to be taken to move your platform in the right direction. You can measure and evaluate your progress. You audit and update on a monthly and quarterly basis.	You have a dashboard set up to track everything that happens in your business such as traffic, leads, clients, projects and goals. All information is readily available and is easy to find.	You have a system that keeps track of all leads coming in and the stages that are relevant to your sales process. Each stage is fully automated to keep leads engaged. Your team can easily jump in as needed with everyone on the same page.	On Track
9				
8				
7	You do yearly planning and track your progress and what needs improvement.	You have Google Analytics or a similar program installed and know where your traffic is coming from. Ads can easily be tracked to show what ones are working.	You use a CRM to organize customer details and leads. You follow up with potential leads from time to time.	Needs Work
6				
5				
4	You have goals but do not have a way to track progress or assess them.	You have Google Analytics or a similar program installed on your website.	You message new leads as they come in but do not have a system to keep it organized.	At Risk
3				
2				
1	Not Started	Not Started	Not Started	Off Track
0				
	AVERAGE SCORE:			



# WEB SUCCESS SCORECARD

## CONVERT YOUR TRAFFIC

by creating a solid platform, conversion funnels, and a cohesive user experience for your potential clients/customers.

	WEBSITE	FUNNELS	LEAD GENERATION	
10	You are proud of your website. It brings in consistent leads and sales. Every page is set up for conversions. You can track where a visitor has interacted. Your website demonstrates your business as an authority in the space and has a good UX	You have complete funnels set up that are continuously tested, have automated email follow up, and landing pages that generate quality leads and sales. Each step of the funnel is tracked and make sense with your business goals.	Your website has a complete search engine optimization strategy. You are ranking well and get a lot of traffic from search engines. You use ads or organic marketing to bring in new leads and have a system to collect those leads.	On Track
9				
8				
7	You have a website and it brings in leads every once in a while. The user experience works but could be improved	You have lead magnets that consistently generate new leads.	You create some content based around keywords in your niche and have a basic plan to bring in new leads.	Needs Work
6				
5				
4	You have a website but it does not bring in leads.	You have at least one landing page for potential customers to opt in and sign up for a mailing list.	You know what keywords you apply to your website.	At Risk
3				
2				
1	Not Started	Not Started	Not Started	Off Track
0				
	AVERAGE SCORE:			

# WEB SUCCESS SCORECARD

## AMPLIFY YOUR PLATFORM

by creating content, nurturing your potential clients, automating your processes and optimizing your platform.

	SUPPORT	NURTURING & AUTOMATION	CONTENT CREATION	
10	You have a maintenance schedule to keep everything up to date, secure, backed up off site and accessible. You have a team of professionals that can handle requests such as content changes so you can stay focused on your business.	Your website, funnels, email and anything else that can be automated is automated and checked on a regular basis. You have advanced email automation to nurture you audience.	You have a content plan for blog posts, video, photography and graphics. Your content brings value to your potential clients/customers and is relevant to your business. You post new content on a daily-weekly basis.	On Track
9				
8				
7	You update software and content at least once a month. You have off site back ups of your website.	You have some things automated and have some basic email automation setup.	You post a blog article at least once a month, have graphic resources and professional photography done for your business.	Needs Work
6				
5				
4	You update software and content when you think about it. You have back ups of your website with your hosting.	You manually follow up with things but do not automate processes.	You have a blog that you post to every once in a while.	At Risk
3				
2				
1	Not Started	Not Started	Not Started	Off Track
0				
	AVERAGE SCORE:			

# WEB SUCCESS SCORECARD

If you need help in any of these areas and would like to hire BHirst Media go to <https://bhirst.media/apply>

**BHIRST**  
— MEDIA —

