

Internet Marketing **Opportunity Analysis**

For:

XXXXXXXXXXXX.COM

Over the past 12 months, your company has **missed 8,760,240 opportunities to be seen.** This is just the tip of the iceberg.

Your website is not designed to attract Google for specific key phrases. This is making it harder for potential customers to find you.

You have a time sensitive window of opportunity to decrease lead cost and increase volume. Every second of every day more companies are discovering the power of Internet Marketing. The sooner you get started, the sooner you will reap the reward and make it harder for your competitors to beat your per lead cost.

Internet Marketing Opportunity Analysis

The purpose of this analysis is to determine if the current website structure is capable of being used for Search Engine Optimization (SEO) purposes, show potential traffic opportunities you are missing as well as other Internet Marketing opportunities that are available.

SEO Off-Page Factors:

Google Page Rank:	5 out of 10, 10 being best	Acceptable
Alexa.com traffic rank:	434,449	in top -%
Domain Age:	14 years, 6 months	Great
Domain Expiration:	6 months	Renew for 10 years
Yahoo Present:	No	Critical for SEO
DMOZ Present:	Yes	Critical for SEO

SEO On-page Scoring System (N = 10 points)

1. Key phrase rich Title Tags each page:	N	Key:
2. Unique Descriptions on each page:	N	
3. SEO Folder Structure Present:	N	00 – 30: Site Structure Redo Not Critical
4. SEO Page Name Structure Present:	N	31 – 60: Site Structure Redo Not Needed
5. Image Alt Tag Present:	N	61 – 80: Site Structure Redo Needed
6. Target Key Phrases Present in Text:	N	81 – 110: Site Structure Redo Critical
7. Key Phrase Dense H1 tags:	N	
8. Key phrase dense copy:	N	
9. Internal linking structure present:	Y	
10. Is site capable of being “spidered”	Y	
11. Sitemap:	N	

Total: 90 – Site structure redo needed to ensure Natural Ranking success

Other Website Factors (for overall good marketing)

# of Direct Calls To Action	0 - Events (should be 3- 4)
# of Website Funnels Used	0 – Markets/Solutions/Products (should be 2-4)

Internet Marketing Opportunity Analysis

Example of Key Phrases Not Ranked For

Yearly Google Searches

auger bit	43,200
band saw blades	397,200
cable tie	145,200
carbide saw	64,800
clamp meter	118,800
coax connectors	217,200
conduit benders	64,800
connectors compression	34,800
crimp connectors	97,200
crimp tooling	397,200
cutting pliers	15,600
digital multimeters	266,400
drill bits	888,000
electric wire connectors*	19,200
electrical meter	486,000
electrical wire	594,000
hand drill	177,600
heat gun	486,000
heat shrink	397,200

Internet Marketing Opportunity Analysis

hole saws	52,800
lockout tagout	266,400
multimeter tester	145,200
nutdriver	118,800
ring terminal	34,800
saw blades	888,000
screwdrivers	325,200
shrink tubing	266,400
spade terminals*	22,800
splicing connectors	43,200
steel drill bits	43,200
terminal block	325,200
tool bags	217,200
tool pouch	145,200
wall plates	486,000
wire connector	177,600
wire crimping tools	19,200
wire stripper*	118,800
wire stripping tool	145,200
wire terminals and connectors	8,640

Internet Marketing Opportunity Analysis

auger bit	43,200
band saw blades	397,200
cable tie	145,200
carbide saw	64,800

TOTAL MISSED OPPORTUNITIES – NOT RANKED ON PAGE 1 **8,760,240**

Internet Marketing Tactic Status:

Pay Per Click? No

Social Networking

Facebook? Yes – 12 people like your page
 Twitter? Yes – 11 followers
 LinkedIn? No
 Blog? No

There appears to be no meaningful ongoing effort to connect with current and potential customers on the major social networking sites. This is a huge opportunity that is being missed.

Internet Marketing Opportunities: Opportunity Scale is 1 to 10. 10 being a massive opportunity

<u>Tactic</u>	<u>Opportunity Rating</u>
Website Redesign	10
SEO/Natural Ranking	10
Pay Per Click	8
Facebook	7
Twitter	7
LinkedIn	8
Blog	10