

VERSION 1.2

DATE:



Social Media Kickstarter Training

## BASELINE ASSESSMENT

WEBSITE

PRESENTED BY: (YOUR NAME)

(COMPANY NAME)

CLIENT NAME:

WEBSITE ANALYSIS      DATE:

**WEBSITE:**

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**AUTHORITY**

Testimonials?

High Value Content?

Positions Client as an Expert?

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**APPEAL**

User Friendly/Intuitive?

Easy to navigate?

Visuals – High Quality Images. Consistent Font. Scan-able content?

Video/Audio/Gif?

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**CLARITY OF MESSAGE AND AUDIENCE**

Search Function?

Is the audience clear?

Are the messages clear?

Clear contact details, Calls to action, Privacy policy, terms and conditions, Offers.

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**EFFECTIVENESS**

**Facebook Pixel?**

**Analytics?**

**SEO?**

**Blogs?**

**Internal Links?**

**Are There Reasons For Returning?**

**Social Media links – ones that keep you on the page?**

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**CREDIBILITY**

**SSL?**

**Current – last time updated?**

**Relevant?**

**Mistakes/Spelling, Grammar, Broken Links?**

Strengths	
Weaknesses	
Opportunities	
Threats	

THE FUTURE

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THE STRATEGY

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THE MONTHLY AND WEEKLYPLAN

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THE REPORTING

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