



# Digital Marketing Self-Assessment Workbook

## **Discover the Gaps in Your**

- Online Presence
- Communications & Content
- Promotions & Advertising

Susan O'Handley  
CNY Mobile Marketing

[www.cnymm.com](http://www.cnymm.com)  
[www.cnymobilemarketing.com](http://www.cnymobilemarketing.com)

# Introduction

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I'm happy to see you here and Thank you for your investment in this workbook! My name is Susan O'Handley and I've worked in the digital marketing space since January of 2011. I gained insight into the needs of the small business community through working as Executive Director for my local Chamber of Commerce and decided that I could best serve small businesses and non-profit organizations by focusing on helping them with their marketing activities in the online/digital/tech arenas.



Additionally, I spent a good portion of my career in the environmental world working with a number of non-profit organizations, so I am very familiar with the types of challenges that come with wearing many hats and having a shoestring budget! CNYMM is my own small business - a full service digital marketing agency of one.

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This short workbook is designed to help small business owners assess their digital marketing strategy in three primary areas: online presence; communications & content; and promotions & advertising. In today's digital world, it is crucial to have a strong online strategy to reach potential customers and grow your business. This workbook will guide you through various aspects of your digital marketing activities and help you identify areas for improvement.

**After completing this workbook**, I welcome you to submit a copy to me for review and receive an exclusive opportunity for additional guidance and support (with special client-only rates) for either an **Intensive Full Day Service** and/or a **Day of Guidance and Input via Voxer**. (Details for this can be found at the end of the workbook.)

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# Digital Marketing

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## Website Evaluation

The first step in assessing your online presence is evaluating your website. Your website is your digital storefront, and it is essential to make a great first impression. Ask yourself the following questions:

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| 1. Is your website mobile-friendly?               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Is your website easy to navigate?              | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Does your website have a clear call-to-action? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Is your website visually appealing?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Does your website load quickly?                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

*Additional Notes/Thoughts/Needs*

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## Search Engine Optimization (SEO)

The next step is evaluating your search engine optimization (SEO). SEO is the process of optimizing your website to rank higher in search engine results pages (SERPs). Ask yourself the following questions:

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1. Have you conducted keyword research?                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Have you optimized your meta tags and descriptions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do you have a blog or content marketing strategy?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Are your URLs search engine friendly?               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Have you claimed your Google My Business listing?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

*Additional Notes/Thoughts/Needs*

# Digital Marketing

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## Social Media

Social media is a crucial component of your online presence. Social media channels allow you to connect with potential customers and promote your brand. Ask yourself the following questions:

1. Which social media channels do you currently use?

2. Are you posting regularly on social media?

Yes

No

3. Are you engaging with your followers?

Yes

No

4. Do you have a social media content calendar?

Yes

No

5. Are you tracking your social media analytics?

Yes

No

*Additional Notes/Thoughts/Needs*

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## Online Reputation Management

Online reputation management is the practice of monitoring and managing your online reputation. It is essential to ensure that your online reputation accurately reflects your business. Ask yourself the following questions:

1. Are you monitoring online reviews of your business?

Yes

No

2. Do you respond to online reviews?

Yes

No

3. Are there negative reviews that need to be addressed?

Yes

No

4. Have you claimed your business on review websites?

Yes

No

5. Are you monitoring social media for business mentions?

Yes

No

*Additional Notes/Thoughts/Needs*

# Digital Marketing

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## Email Marketing

Email marketing is an effective way to stay in touch with your customers and keep them informed about your business. Ask yourself the following questions:

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| 1. Do you have an email marketing list?             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Are you sending regular email newsletters?       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do you segment your email list?                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Are you tracking your email marketing analytics? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Do you use a professional email marketing tool?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

*Additional Notes/Thoughts/Needs*

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## E-Commerce

If your business has an e-commerce component, it is crucial to evaluate your online store's performance. Ask yourself the following questions:

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| 1. Is your online store easy to navigate?             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Do you have clear product descriptions?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do you offer multiple payment options?             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Are you tracking your e-commerce analytics?        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Do you run any e-commerce promotions or discounts? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

*Additional Notes/Thoughts/Needs*

# Digital Marketing

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## Online Advertising

Online advertising is an effective way to reach potential customers and promote your business. However, it is essential to evaluate your online advertising campaigns' performance regularly. Ask yourself the following questions:

1. Are you running any online advertising campaigns?  Yes  No

2. Which online advertising channels are you using?

3. Are your online advertising campaigns targeted?  Yes  No

4. Are you tracking your online advertising analytics?  Yes  No

5. Do you have a clear online advertising budget?  Yes  No

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**Congratulations!** You have completed the workbook. By evaluating your website, search engine optimization, social media, online reputation management, email marketing, e-commerce, and online advertising, you have hopefully identified a few gaps and areas for improvement.

**P.S.:** I've also included guidance on a few bonus topics on the following pages in case it is helpful to you!

# Bonus 1

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## Online Directories

There are many online directories that small businesses can use to list their business information. Here are some of the most important directories for small businesses and non-profits to consider:

- **Google My Business:** This is one of the most important directories for small businesses to list their information as it appears in Google Search and Google Maps.
- **Yelp:** Yelp is a popular review website where users can search for and review local businesses.
- **Facebook:** Facebook has a business directory where you can create a business page and list your business information.
- **Bing Places:** Bing Places is similar to Google My Business and allows you to list your business information for Bing search results and Bing Maps.
- **Yellow Pages:** Yellow Pages is an online directory that lists local businesses by category and location.
- **TripAdvisor:** If you have a travel or hospitality business, TripAdvisor is a popular review website where users can search for and review businesses in the industry.
- **Angie's List:** Angie's List (Angie) is a paid membership website where users can search for and review local businesses in a variety of industries.
- **Better Business Bureau:** The Better Business Bureau is a non-profit organization that focuses on marketplace trust. They offer business accreditation and a directory where businesses can list their information.
- **Foursquare:** Foursquare is a location-based social media platform that allows users to check in at businesses and leave reviews.
- **Local Chamber of Commerce:** Many local chambers of commerce have online directories where businesses can list their information.
- **Other industry-specific** memberships and directories.

**NOTE:** When listing your business on directories, it's important to ensure that your information is consistent across all platforms to avoid confusion for potential customers. **(NAP – Name, Address, Phone Number should be exactly the same everywhere it is listed.)** Additionally, some directories may require verification before allowing you to list your business, so be sure to follow their guidelines and requirements.

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## Bonus 2

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### Benefits of Using 'Google My Business'

To repeat from the prior page, this is one of the most important directories for small businesses and organizations to list their information as it allows you to appear in Google Search and Google Maps.

- **Increased visibility:** According to Google, businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers.
- **Increased website traffic:** A study by Moz found that Google My Business is one of the top factors that impact local search rankings. By optimizing your Google My Business listing, you can increase your chances of appearing at the top of search results, leading to more website traffic.
- **Increased customer engagement:** Businesses that have a complete Google My Business listing receive 5x more customer interactions than those without a listing. This includes phone calls, website clicks, and direction requests.
- **Increased in-store visits:** According to Google, businesses with a complete Google My Business listing are 70% more likely to attract location visits from browsing customers.
- **Increased trust and credibility:** A survey by BrightLocal found that 90% of consumers use the internet to find local businesses, and 82% of consumers read online reviews for local businesses. Having a verified and optimized Google My Business listing can increase your trust and credibility with potential customers.
- **Free marketing:** Google My Business is a free tool that allows businesses to showcase their products, services, and location to potential customers. By optimizing your listing, you can get free exposure and marketing for your business.

Overall, using Google My Business can have a significant impact on the visibility, credibility, and success of your small business and non-profit.

For non-profits, Google has a fairly simple application process to qualify for free or low-cost use of the Google Suite platform. Google Non-Profits can also qualify for up to \$10,000 per month in free ad spend through their Google Ads program (with some limitations).

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## Bonus 3

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### Why You Should NOT Use Facebook Instead of a Website

While Facebook can be a useful tool for small businesses, here are some reasons why it may not be enough to rely solely on a Facebook page in place of a business website:

- **Limited customization:** Facebook pages have limited customization options compared to a business website. A business website allows you to fully customize the design and layout to best reflect your brand and offerings.
- **Limited control:** With a Facebook page, you are limited in the control you have over your content and interactions. Facebook's algorithms can change at any time, potentially affecting the visibility of your content or the reach of your page.
- **Limited ownership:** A business website is owned and controlled by the business, while a Facebook page is owned and controlled by Facebook. This means that Facebook can make changes to their platform at any time, potentially affecting your business's online presence.
- **Limited functionality:** While Facebook offers a range of features, it may not have all the functionality that your business needs. For example, you may need e-commerce functionality, a booking system, or a customer management system that is not available on Facebook.
- **Limited search engine optimization (SEO) benefits:** While Facebook pages can appear in search engine results, they are not as SEO-friendly as a business website. A business website allows you to fully optimize your content and metadata for SEO, which can help improve your visibility in search engine results.
- **Limited branding:** While you can brand your Facebook page, it may not be as effective in building a strong brand presence as a business website. A business website allows you to fully showcase your brand and values, and to differentiate yourself from competitors.

Overall, while Facebook can be a useful tool for small businesses, relying solely on a Facebook page in place of a business website may not provide the same level of customization, control, ownership, functionality, SEO benefits, and branding opportunities.

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## Bonus 4

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### Using Local Media to Boost Your Authority

Sending media releases to news outlets can be a beneficial way for businesses to gain exposure and increase their brand awareness. Here are some of the benefits of using media releases for a business:

- **Increased visibility:** When a media release is picked up by a news outlet, it can reach a large audience and increase the business's visibility.
- **Credibility:** Having a media outlet report on a business can lend it credibility and help establish it as a trusted source.
- **SEO:** Media coverage can also help with search engine optimization (SEO), as news articles often appear in search results.
- **Industry recognition:** If a business is featured in news articles, it can help establish it as a leader in its industry.

In terms of the types of articles that work best, it depends on the business and the news outlet. However, here are some general tips:

- **Timely and newsworthy topics:** Media outlets are more likely to pick up articles that are timely and newsworthy, such as a product launch or a community event.
- **Human interest stories:** Articles that tell a compelling story or feature a human interest angle can be more engaging for readers.
- **Expert opinions:** If a business has an expert in a particular field, offering their opinions on a relevant topic can be newsworthy and establish the business as a thought leader.
- **Clear and concise writing:** Journalists are busy and often have limited space, so it's important to write media releases in a clear and concise manner that highlights the most important information.

Overall, businesses can benefit from sending media releases to news outlets by gaining exposure, increasing credibility, and establishing themselves as leaders in their industry. By following these tips and crafting compelling articles, businesses can increase their chances of getting their media releases picked up by news outlets.

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# Additional Support for Your Digital Marketing

Book one or both of the options below to receive Guidance and/or Support Services. You will be able to submit your completed workbook file at the same time for review to help prepare for our work together.

## **A DAY OF VOXER**

Overall Strategic  
Guidance

**\$150 COUPON**

Use Code: DIGIVOX  
(Exclusive to Workbook  
Clients.)

## **1-DAY INTENSIVE SERVICE**

Action to Help You  
Achieve Your Goals

**\$150 COUPON**

Use Code: DIGIWORK  
(Exclusive to Workbook  
Clients.)

At the time of booking, you will be asked to provide the following information:

Your Name

Your Business Name

Your Website URL

Your Best Phone/Text #

Your Email (that you used to purchase this workbook)

A copy of your completed workbook clearly marked with your business name.