

# Website Health Analysis



## Does your website need a checkup?

A 2005 study at the University of Iowa determined that there were over 11.5 billion publicly accessible web pages on the internet. Businesses who are serious about generating leads and attracting customers online can't afford to take an "if you build it, they will come" approach to their websites. To do business online in today's market you need to make it easy for your audience to find you and you need to ensure you're prepared to stand out from an ocean of competition.

Website Health Analysis will evaluate your site's search engine fitness, contrast your site strength and features with selected competitors, and above all provide you with **actionable intelligence** you can use to enhance your organization's visibility and effectiveness online.

The Analysis consists of three parts:

### 1. Search Engine Fitness Report

Your site will be analyzed and scored on over 30 criteria in nine categories resulting in an overall 100 point score of your search engine friendliness. Each criterion will also include an analysis and suggestions written specifically for your site.

### 2. Comparative Competition Analysis

Web design experts will evaluate your site page strength, keyword selection, and cross browser consistency and then review two competitors, selected by you. We'll point out functional discrepancies and analyze what keywords your competitors' sites are optimized around.

### 3. Prescription

We'll provide suggestions here for additional ways to advance your search rankings through search engine optimization (SEO) and search engine marketing (SEM). We'll also provide suggestions for best practices that your business can use to help strengthen your ability to convert visitors into customers and/or qualified leads. Finally, we'll provide suggestions on ways to attract visitors and incoming link through content development.

Upon completion you will be presented with the full report. You are free to use the report as the basis of an RFQ with your current web design partner or engage Infinity Direct to implement changes and enhancements.

## Customer Requirements

You will need to complete a brief questionnaire (included below) to provide context for our evaluation before the analysis can begin.

## Satisfaction Guarantee

We believe that the information an organization receives from Website Health Analysis is vital to the creation and development of an online success plan. If, after receiving your report, you feel that it does not provide value to your business you will be provided with a full refund. Dissatisfied parties need only submit a written refund request (electronically or by mail).

## Pricing and Payment

The complete Website Health Analysis service is performed for the price of \$850.00. Payment is due upon acceptance and must be received before the analysis is begun.

# Website Health Analysis Questionnaire

To begin your analysis, complete the form below, print and fax it to Infinity Direct at (763) 553-1852. If you require assistance with any of your answers please contact us by phone at (763) 559-1111.



## About You

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Site to be analyzed http:// \_\_\_\_\_

## Important Keywords\Phrases

Search engines operate by indexing the content of web pages and matching the queries submitted by their users to the pages contained in their index. To successfully evaluate your site's visibility to your audience, you must identify keywords that they would associate with your content, products or services. Please provide up to 10 keywords or phrases that you believe your prospects would use when searching for you. (Note: studies show only 6% of searches in the United States contain only a single keyword, so most of your phrases below should contain 2 to 4 words. E.g. "leather hiking boots" rather than "boots").

1.		6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

## Conversion Goals For Your Visitors

Your business has a reason for wanting to attract visitors to your website. Maybe you want visitors to make a purchase online, to request a price quote, to do product research, to find contact information, etc. What are the three actions that you most want visitors to your site to perform?

1.	
2.	
3.	

## Your Online Competitors

Part of your Website Health Analysis will involve comparing and contrasting your website to those of two of your competitors. Please provide the names and web addresses of the two competitors you'd like us to analyze for site strength, design\usability and functionality.

1.	Name	
	URL	http://
2.	Name	
	URL	http://
3.	Name	
	URL	http://

## Payment and Acceptance

Your charges are:

Price	\$850.00
MN Tax*	\$55.25
<b>Total</b>	<b>\$905.25</b>

\*if your business operates a branch in MN.

<input type="checkbox"/> Charge my credit card.		<input type="checkbox"/> Bill me.	
Name on Card			
Billing Address			
Card Number			
Type of Card	<input type="checkbox"/> V	<input type="checkbox"/> MC	<input type="checkbox"/> AMEX
Exp	/	PO	

(We will send a bill to the address listed above, and your Website Health Analysis will not begin until after payment is received.)

Acceptance Signature \_\_\_\_\_ Date: \_\_\_\_\_

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