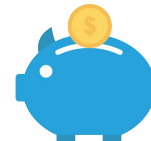# Marketing Optimization Scorecard

Does your website display optimally on all screens? (Smartphones, tablets, laptops & desktops)

Do you have an About Us page that shares your history or tells a story that people will emotionally connect with?

Do you have a Community Service page that showcases the charitable giving your company partakes in?

Do you show logos of industry associations that you are a part of to lend credibility to your company?

Do you show your phone number, hours and address(es) at the top of your site & make them sticky upon scrolling?
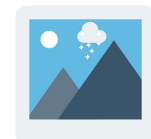
Do you have a homepage video to warm up your website experience & increase the chances of someone buying?

Do you have testimonials with faces to showcase your customer service & prove that what you're saying is true?

Do you have a live chat bot & a contact form that redirects to a thank you page after someone hits submit?

Do you have social media widgets that sync your latest posts & project photos from Houzz, Facebook, Instagram, etc?

Do you have heatmapping software installed to reveal what causes visitors to stay on or leave your website?

Do you have call/conversion tracking set up to know where every phone call, form fill-out, wishlist & order came from?

Do you have a product catalog, wishlist feature, eCommerce functionality and/or a quote/proposal maker that all integrate with each other to automate your sales process?

Most importantly…

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?