

# Does Your Business Development Engine Operate And Provide Reporting In A World-Class Way Right Now?!



Do you know the top 3 brands viewed on your website?



Do you know the top 3 product categories viewed on your website?



Approximately how many phone calls per month do you believe you get from the internet?



Approximately what percentage of calls that come into your business do you believe are missed?



Compared to your top 3 competitors, is your company's performance on the web better, even or worse?



What do you believe is a "long time" for a visitor to be on your website?



Do you know which page on your website gets the most form fill outs?



Have you ever tracked phone calls from your company's Google My Business page(s)?



Do you get a heatmap report each month that shows you what parts of your website people like vs. not like?



Do your website visitors get "retargeted" to after leaving your site?



Is there somebody at your company (an employee or outside vendor) who is directly responsible for making sure the internet channel is operating efficiently and generating an adequate return on investment?



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