



## Inbound Marketing Assessment

	Score
1. Do you track visitors visit your site each month? Y___ N___	_____
2. How many social media channels are you actively using? ____	_____
3. Do you monitor social media? Y___ N___	_____
4. Do you have a Blog? Y___ N___	_____
a. If yes, how many times per month? _____	_____
5. Are you using search engine optimization? Y___ N___	_____
a. If yes, year the work done? _____	_____
6. Do you have offers on your website? Y___ N___	_____
a. If yes, how many? _____	_____
7. Do you have landing pages on your website? Y___ N___	_____
a. If yes, how many? _____	_____
8. Do you have calls to action for landing pages? Y___ N___	_____
a. If yes, how many? _____	_____
9. Do you use email marketing? Y___ N___	_____
a. If yes, how emails are sent in the last year? ____	_____
10. Do you use Analytics for tracking results? Y___ N___	_____
<b>TOTAL</b>	_____
<b>GRADE</b>	_____