

Internet Marketing Plan Checklist

Contact Information

Date _____

Name _____

Company _____

Title _____

Address _____

Email _____

Phone _____

City _____

Fax _____

State _____ Zip _____ Country _____

Website and Business Overview

Primary Website URL (example: www.yourcompany.com)

Types of products and services offered

Additional Website URLs

SIC or NAICS code _____

Internet Marketing Plan Checklist

I. Website Objective

- Promote product line
- Present our range of services
- Provide on-line ordering
- Serve as a resource for up-to-date information
- Other _____

II. Target Audience

- Business-to-business
- Consumer retail
- Business and consumer sales

III. Demographics of Target Audience

- Regional (specify) _____
- National
- International

IV. Indexing and Listing Services Currently Used

- Open Directory (DMOZ) Search Results
- Inktomi Index Search Submit Program
- Enhance Interactive's Guaranteed Inclusion
- Lycos Fast Network Insite™ Select
- AltaVista Search Engine infoSpider Express Inclusion
- Yahoo! Express
- Other _____

V. Pay-Per-Click Advertising Currently Used

- Overture
- Google AdWords
- LookSmart LookListings
- FindWhat.com
- Enhance Interactive
- Lycos Insite™ AdBuyer
- Kanoodle.com
- Other _____

Internet Marketing Profile

I. Website Title

II. Website Description

III. Top 10 Website Keywords or Phrases

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Internet Marketing Plan Evaluation

I. Audience Category (example: medical products)

Audience type, category, SIC or NAICS code

II. Current Situation

List your strengths and weaknesses

Indirect competitive leaders

Direct competitors

III. Website Promotion Currently Used

- Traditional print (example: trade magazines, mailers, brochures, trade shows)
- Internet search engine and directory submissions
- Internet pay-per-click advertising
- Search engine optimization

IV. Results Monitoring Currently Tracked

- Unique monthly hits (average quantity) _____
- Sources resulting in hits to website (example: search engines, directories, partner web sites, industry-specific directories) _____

- Keywords resulting in hits to website (top keywords) _____

- WebPositions in top search engines for top keywords _____

