



**Website Earning Ability  
Marketing Audit**

*for*

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*The right information, right now!™*

# Input Consistency Measurement

1. Do you write meaningful content on your blog daily? \_\_\_ Yes \_\_\_ No

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2. Do you ping your blog daily? \_\_\_ Yes \_\_\_ No

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3. Do you social bookmark your blog daily? \_\_\_ Yes \_\_\_ No

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4. Do you submit a new article to the article directories daily? \_\_\_ Yes \_\_\_ No

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5. Do you comment on at least 5 other active related blogs daily? \_\_\_ Yes \_\_\_ No

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6. Do you comment in at least 5 relevant forums daily? \_\_\_ Yes \_\_\_ No

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7. Do you request new friends daily on MySpace? \_\_\_ Yes \_\_\_ No

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8. Do you comment on at least 3 active YouTube videos daily? \_\_\_ Yes \_\_\_ No

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9. Do you comment on at least 3 active Squidoo sites daily? \_\_\_ Yes \_\_\_ No

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10. Do you comment on at least 3 active Gather profiles daily? \_\_\_ Yes \_\_\_ No

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11. Do you request new friends daily on Facebook? \_\_\_ Yes \_\_\_ No

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12. Do you give weekly product reviews and review feedback at Epinions.com? \_\_\_ Yes \_\_\_ No

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13. Do you give weekly product reviews and review feedback at Bizrate.com? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
14. Do you give your site the "ThumbsUp" daily at StumbleUpon? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
15. Do you recommend your products and others weekly at ThisNext.com? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
16. Do you give weekly feedback on other peoples recommendations at ThisNext.com? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
17. Do you contact at least 10 related sites daily and invite them into your affiliate program? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
18. Do you test different messages when posting? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
19. Do you track and measure your marketing results? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
20. Do you request link exchanges everyday? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
21. Do you post to your Squidoo Lens everyday? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
22. Do you post articles on Gather daily? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
23. Do you request your blog visitors to give you the "ThumbsUp" at StumbleUpon? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
24. Do you post at least 1 new classified ad each week? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_
25. Do you post at least 1 new ad on CraigsList each week? \_\_\_ Yes \_\_\_ No  
\_\_\_\_\_

26. Do you submit at least 1 new press release each month? \_\_\_ Yes \_\_\_ No

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27. Do you run weekly classified ads in ezines (or offline)? \_\_\_ Yes \_\_\_ No

\_\_\_\_\_

28. Do you run pay per click advertisements? \_\_\_ Yes \_\_\_ No

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## MEASURING THE OUTPUT (RESULTS) OF MARKETING & PROMOTIONS

### Asset Build

1. # of Backlinks to Your Site \_\_\_\_\_
2. # of SubAffiliates/Affiliates \_\_\_\_\_
3. # of Postings on Your Blog \_\_\_\_\_
4. # of Articles Written and Submitted \_\_\_\_\_
5. # of Articles Listed \_\_\_\_\_
6. # of MySpace Friends \_\_\_\_\_
7. # of Views of Your YouTube Videos \_\_\_\_\_
8. # of Views of Your Google Videos \_\_\_\_\_
9. # of Top 20 Rankings in Google (What keywords?) \_\_\_\_\_
10. # of Top 20 Rankings in MSN (What keywords?) \_\_\_\_\_
11. # of Top 20 Rankings in Yahoo (What keywords?) \_\_\_\_\_
12. # of Directory Listings (Blogs, RSS, Etc) \_\_\_\_\_
13. # of Emails loaded in Autoresponder \_\_\_\_\_
14. # of Additional Offers in Autoresponder \_\_\_\_\_

15. # of Offers in Sales Process Sequence\_\_\_\_\_

16. # of Visitor Comments on Your Bog\_\_\_\_\_

17. # of Auctions in eBay\_\_\_\_\_

18. # of Comments on Amazon.com\_\_\_\_\_

## Equity Build

### Intangibles

+Link Popularity\_\_\_\_\_

+Page Rank\_\_\_\_\_

+Alexa Ranking\_\_\_\_\_

### Tangibles

# of Daily Unique Visitors\_\_\_\_\_

# of Daily Raw Visitors\_\_\_\_\_

# of Daily Referral Visitors\_\_\_\_\_

# of Daily Optins\_\_\_\_\_

# of Subscribers on Your List\_\_\_\_\_

# of Daily Sales\_\_\_\_\_

# of Daily Upsells\_\_\_\_\_

# of Customers on Your List\_\_\_\_\_