

Evaluation of Digital Presence[®]

for: _____

Website

	Yes	No	Comments:
Interactive?	<input type="checkbox"/>	<input type="checkbox"/>	
Call to action?	<input type="checkbox"/>	<input type="checkbox"/>	
Blog?	<input type="checkbox"/>	<input type="checkbox"/>	
Current?	<input type="checkbox"/>	<input type="checkbox"/>	
Background Info?	<input type="checkbox"/>	<input type="checkbox"/>	

_____/5

<input type="checkbox"/> Shareable	<input type="checkbox"/> Search bar	<input type="checkbox"/> RSS / Email Subs.	<input type="checkbox"/> Site map
<input type="checkbox"/> Newsletter Subs.	<input type="checkbox"/> Social site links	<input type="checkbox"/> Footer	<input type="checkbox"/> Allows discussion
<input type="checkbox"/> Related posts	<input type="checkbox"/> Contact		

_____/10

Rate the site for its value in the following areas							
	Low					High	Comments:
Informational	1	2	3	4	5		
Entertaining	1	2	3	4	5		
Educational	1	2	3	4	5		
E-Commerce	1	2	3	4	5		
Navigation	1	2	3	4	5		
Freshness factors	1	2	3	4	5		
Consistency	1	2	3	4	5		
Flow	1	2	3	4	5		
Other	1	2	3	4	5		
Other	1	2	3	4	5		

_____/50

Website assessment score: _____

Social Media

Facebook Profile _____/5			
Followers:	Photos:	Video:	Other:
Facebook Page _____/5			
Fans:			
Twitter _____/10			
Followers:	Following:	Listed:	Lists:
Avg # Tweets:			
Background:	Profile:		

_____/15

- YouTube
- LinkedIn
- Pinterest

- Blog
- Other:
- Other:

SM Assessment score: _____/35

Website Assessment score: (previous page) _____/65

Digital Presence Assessment score: _____/100