

# Internet Presence Evaluation

## Defining Your Audience

1. What do they find interesting?
2. What are they passionate about?
3. What are their biggest concerns?
4. What are they doing online?
5. What are they doing offline?
6. What are they looking for?
7. Where would you find what they want?

## The Emotional Triggers

From the questions above thinking in terms of 'Keywords or Phrases' record how many they'll find on your site **above the fold** (what is first visible on your site without scrolling down) and list them in order.

- In your web address (URL) –
- In your header –
- In your opening headline –
- In your 'Opt In' box –
- In any videos (keywords in videos are powerful) –
- In any main body or sidebar text –

## Your Call To Action

Your internet presence is crafted around the experience of your visitor. Once you've made the emotional connection it's time to fully engage them intellectually and draw them further into your world.

1. How quickly can they grasp the advantage of following you?
2. How clearly are the steps laid out for them to do so?
3. How will they identify the solution or benefit you offer?
4. How easy have you made it for them to share what they've found?
5. Do they know how to get more from you?

## What Happens Next?

Your internet presence should unfold progressively. When you take your followers to the next step do they gain a deeper sense of knowing you?