

Is My Site Working?

Strongly Disagree (1) (2) (3) (4) (5) (6) (7) Strongly Agree

My clients go to their smart phones first to find answers.

My website empowers me to become an icon on the smart phones of my clients.

It's critical that I remind my clients of my unique value around the clock.

My website engages my clients to remind them of my value.

Without a strong advisor brand, marketing makes little difference.

My website is the centerpiece of my branding and marketing process.

Prospects go to their smart phones first to discover a financial advisor.

My website works seamlessly from any device to allow prospects to self qualify.

Price becomes an issue in the absence of value.

The price I'm paying for my website is justified by the value I'm receiving.

I can't be all things to all people.

My website aligns my value with my ideal audience.

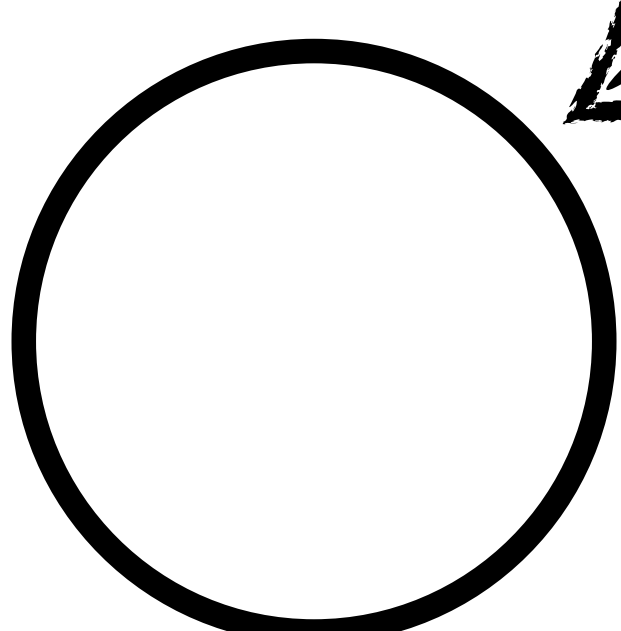
My clients must be able to connect with me using the medium they enjoy the most.

My website is a digital hub that connects all of my social networks.

To stay relevant I must control the perception of my value.

My website helps me control exactly how my value is perceived.

After rating your responses (1-7), add up each column.



Is it Important to you?
Is your website doing the job?

