

Crexendo University Program's

Online Marketing Completion

Online Marketing Questionnaire

Please limit answers to a maximum of one page per question or less. In the header of your submission, please provide your team name, URL, team members, and contact info for each team member.

1 – Please describe your entry including the product or service you are promoting, genesis of the idea, relevant background, and any other information you feel the judges should know to help them better understand your project.

2 – Google Analytics™ provides an ocean of data about the performance of your website. What 5 key performance metrics are the most important and meaningful to your site, and why? Please grant info@crexendo.com access to your analytics account.

3 – List and describe three or more strategies you implemented on your site that were specifically designed to maximize your conversion rate.

4 – Describe the process you used to identify the best keyword phrases to target for search engine optimization. Please provide a list of the URLs you optimized, and the keywords you targeted.

5 – List and briefly describe the link building strategies you employed to build back links to your site.

6 – List and briefly describe any social media strategies you used to promote your site.

7 – Please outline your entire website promotion strategy that you would / did use to promote the site besides link building, social media and on-page SEO.

8 – Please list and describe any other online marketing channels you would use to promote your products or services, that might be separate or apart from promoting your site. (Example: eBay™) Include specific strategies and tactics you did / would employ on such channels.

9 – Summarize the results of any marketing efforts you actually implemented.

10 – Summarize anything else you feel the judges should know about your site and marketing plan that will help in understanding why your overall effort will be successful.