

# Online Presence Assessment

| Marketing | Online | Data-insights |

When potential customers start searching for the services your business offers, where's the first place they'll look?

Yup, you got it in one: **online**. That's why all your sales and marketing efforts need to be firing on all cylinders across every single digital channel.

We all know this right? But overhauling and revamping everything takes time, effort, and money. And when you've got everything set up in a way you feel comfortable with, it's hard to start over.

But you don't have to. Meeting these challenges is a case of working smarter – not harder.

That's where the Online Presence Assessment comes in. We take a closer look at your online presence, consider how you are performing against industry benchmarks, and offer actionable data-insights on making improvements.

## APPLY

Contact us to apply for the assessment:

[marketing@qbsgroup.com](mailto:marketing@qbsgroup.com)

## ASSEMENT DETAILS

- I. **Intake form** [15 min]
- II. **Online Presence Assessment**  
[lead time +/- 1 week]
- III. **Audit Report Evaluation**  
[60 min call]

## COST

€ 100,- EUR per assessment

Can be paid with your QBS Co-op.

## WHY?

In a sea of cookie cutter products and services, standing out is more crucial than ever.

This starts with being easy to find, relevant, and interactive.

## HOW?

We identify which metrics are important to you, benchmark you against the rest of your industry, so that you can see – in no uncertain terms – how your business is performing.

## WHAT?

This report covers 4 themes: Fundamentals, Content, Leads, and Sales. You'll see where you're already strong, where you need to improve, and how you can move forward

# Assessment Report Metrics

WEBSITE PERFORMANCE	WEBSITE ACCESSIBILITY	WEBSITE BEST PRACTICES
COMPLIANCE	SEO	CMS
TARGETING	CONTENT	PROPOSITION VISIBILITY
CHANNELS & ENGAGEMENT	SOCIAL MEDIA	LEAD GENERATION
CONCLUSION/SUMMARY REPORT		



QBS Group



Microsoft



make  
marketing  
magic