

SBE 207—Internet Marketing

SWOT Website Worksheet

Focus on the website to use this worksheet as opposed to the overall business, non-profit, etc.

Strengths:

What does/will your website do well?
What does/will your website do that is unique?
My Internet marketing efforts are superior because?
Others have seen my website as good because?

Website is listed high with search engines
User-friendliness with good design
Easy to navigate
Instant recognition for what the website is about-branding and tagline
Contact information is prominent
Provides a newsletter or other permission marketing device
Text content is easy to read and is not too wordy
Plenty of "white space" making it easy for the visitor to scan the page(s)
Website clearly markets to my niche market

Weaknesses:

What could be improved about the existing site?
Fewer resources than competitor sites?
What could clients/customers/users of the site perceive as being a weakness?

No effort at branding
No tagline
Website design lacks consistency, focal points, too many fonts and colors
Website is listed low with search engines
Mis-spelled words
Too many distractions, like animation
Site design looks amateurish
Too many banners, highlights that spell "Sales Pitch"
Not enough "white space" which makes the message(s) hard to read
No Privacy Policy
No Site Plan
No Permission Marketing

Opportunities:

My competitors don't do this on their website?
Are there Internet marketing trends that could be taken advantage of?
These website marketing tactics will make me unique?
How can you increase your opportunities based on the websites strengths?

Having a couple of different domains (websites) to highlight specific messages
Most successful Marketing tactics are identified and built on
Customer feedback has given new ideas to develop into the site
Other websites having products/services that will be beneficial to visitors have reciprocal links
Local event calendars
Press releases

Threats:

The competition is doing things on their site I can't?
Might not have enough finances to...?
What threats do your weaknesses expose you to?

New competitors entering your market
Government mandates
Free search engines now start charging
Downturn in the economy
Customers credit no longer any good
Don't act on the SWOT analysis
Other sites taking from site
Not paying attention to correcting weaknesses in the future