

# PROFESSIONAL ANALYSIS TOOL

Including website structure, social media performance, email presence, and competitive understanding.

# WEBSITE STRUCTURE

## ESSENTIALS

	BIO		CALL TO ACTIONS		METHODS OF CONTACT
	LOGO		NEWSLETTER SIGN-UP PROMPT		WORKING FEATURES
	ORIGINALITY		MEDIA ICONS		SEARCH ENGINE VISIBILITY
	PHOTOGRAPHY		BLOG AND FREQUENCY OF POSTS		
	PRODUCT DETAIL DESCRIPTIONS		MOBILE OPTIMIZATION		

## SUGGESTIONS

### SEO META TITLE

### SEO META DESCRIPTION

### SEO KEYWORDS

### ADDITIONAL

# SOCIAL MEDIA PERFORMANCE

SITE BREAKDOWN				
SITE	URL	PROFILE NAME	FOLLOWERS	LAST ACTIVITY
 LINKEDIN				
 FACEBOOK				
 TWITTER				
 GOOGLE+				

Standard Logo



Edit

Square Logo



Edit

Square logo is used in the network updates.

GENERAL EVALUATION		IN-DEPTH EVALUATION	
	VISIBILITY		ARE BOTH TYPES OF LOGOS UPLOADED TO LINKEDIN?
	POPULARITY (AT LEAST 100 FOLLOWERS/CONNECTIONS)		ARE ALL THREE IMAGE LOCATIONS USED ON TWITTER?
	FREQUENCY (POSTING ON AT LEAST A WEEKLY BASIS)		ARE ALL AVATARS THE SAME?
	ENGAGEMENT (SHARING INFLUENTIAL POSTS ON AT LEAST A WEEKLY BASIS)		DO BACKGROUNDS AND OTHER IMAGES FOLLOW THEME/BRANDING?
	RELEVANT TYPES OF POSTS		ARE ALL DESCRIPTIONS AND URLS UNIFORM?
Consistency doesn't carry the same importance as making sure that the tone of the profile is right for the network. Think environment first and consistency second.			

## SOCIAL MEDIA PERFORMANCE (CONT'D)

## SUGGESTIONS

## INCREASED ENGAGEMENT

## CONTENT BY TYPE

## REFERRAL TRAFFIC FROM SOCIAL

## CLICK RATE ON SOCIAL SHARES

## SOCIAL INFLUENCE

## ADDITIONAL

# EMAIL PRESENCE

## EMAIL SIGNATURES

NAME	NO QUOTES
JOB TITLE	NO PERSONAL INFORMATION
COMPANY NAME	NO MULTI-COLORING OF FONT
PHONE NUMBER (WITH DASHES SO THAT PHONES PICK IT UP AS DIALABLE)	NO IMAGE AS EMAIL SIGNATURE
WEBSITE LINK	NO LINKS TO UNUSED OR OLD ACCOUNTS
DISCLAIMER	NO OUT OF DATE PROMOTIONAL BANNERS
APPROPRIATE AMOUNT OF ICONS	NO EXCESSIVE CONTENT
NO BULLET POINTS	NO LARGE IMAGE FILES (SMALL HEADSHOTS ARE OKAY)
NO VIDEOS	NO IRRELEVANT CERTIFICATIONS

*\*Acceptable fonts for body and signature (black-only and same as signature): Palatino, Garamond, Bookman, Avant Garde, Verdana, Georgia, Arial, Impact, Sans Serif.*

### EXAMPLE EMAIL SIGNATURE

**Robert Mendoza**

*Designated Broker, Mendoza's Realty*

972-742-0144

Asset Disposition Certified, Five Star Academy

Internet e-mail confidentiality notice:

This e-mail message and any attachments are for the sole use of the intended recipient(s) and contain confidential information. Any unauthorized review, use, forwarding, disclosure, dissemination, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are not the intended recipient, you are not authorized to review, use, forward, disclose, disseminate, or distribute any information contained within this e-mail or its attachments.

# COMPETITIVE UNDERSTANDING

## PRIMARY COMPETITION: TARGETING THE SAME AUDIENCE AND HAVE THE SAME SERVICES OFFERED

COMPETITOR	MISSION STATEMENT	WEBSITE	CLIENTS	WEAKNESSES	STRENGTHS

## SECONDARY COMPETITION: OFFER SIMILAR SERVICES TO SIMILAR AUDIENCES

COMPETITOR	MISSION STATEMENT	WEBSITE	CLIENTS	WEAKNESSES	STRENGTHS

# COMPETITIVE UNDERSTANDING

TERTIARY COMPETITION: RELATED TO SERVICES OFFERED AND AUDIENCE					
COMPETITOR	MISSION STATEMENT	WEBSITE	CLIENTS	WEAKNESSES	STRENGTHS

SUGGESTIONS
<div></div>





Contact:  
214.525.6700 | [FORCE@TheFiveStar.com](mailto:FORCE@TheFiveStar.com)  
Copyright © 2018 Five Star Institute. All Rights Reserved.