

Website Marketing MoJo Report Card

No Matter What The Rating... The only thing that truly counts - Customer purchases- TEST EVERYTHING

http://www.YourSiteHere.com			
Marketing Score - 6.58 of 9			
Report Card Date - 8/16/2008			
Category/Item	On Page	Rating (0-9)	Comments
Sales Page			
Pre Head			
Headline			
Solid Hook			
Deck Copy			
Sub Headers			
Salutation (w/photo)			
Compelling Copy			
Clear USP (Unique Selling Proposition)			
Bullet Points			
Proof & Credibility			
FAQs & Pre-Handle Objections			
Testimonials (text, audio, video, pictures)			
Audio/Video			
Bonuses			
Compelling & Clear Offer			
Clear Call To Action (single focus)			
First Person Acceptance Language 'YES... I want			
Guarantee			
Order Links/Buttons			
Purchasing Options (1 payment - several payments)			
P.S.			
Privacy Policy & Disclaimer			
Contact Info			
Sales Page Rating:		#DIV/0!	

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Category/Item	On Page	Rating (0-9)	Comments
(2b) Image & Layout			
Overall Look & Layout			
Image Match Message			
Clarity			
Personality (clear - unique)			
Scan-ability			
Formatting (bold-italics-highlighting)			
Images (support theme)			
Background			
Image & Layout Rating:			#DIV/0!
Opt-In Box (name capture) if used			
easy to find	✓		
privacy policy			
benefits listed	✓		
Opt-in Box Rating:			#DIV/0!