

5 Simple and Free Ways to Diagnose Your Online Marketing Health for Your Business

Business Owners are bombarded with emails about the ineffectiveness of their digital marketing. These tools identify if your marketing is doing well for free.

LOS ANGELES, CA, USA, October 4, 2022 /EINPresswire.com/ -- Business owners face a daily barrage of emails and calls from marketing companies trying to earn their business by raising doubts about their marketing efforts. It is impossible for many business owners to know what is true or false. We have found 5 simple and free steps that business owners can use to

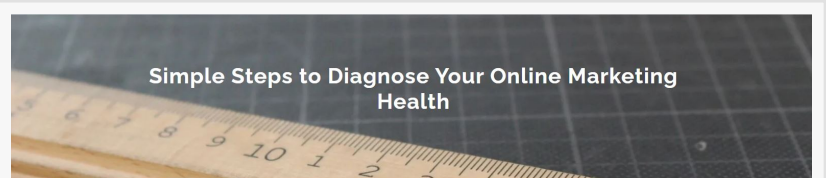
diagnose the overall health of their online marketing efforts. These 5 steps will not give you a full evaluation of your online marketing efforts but they will give you a very clear and unbiased representation of how well you are doing with your online marketing. You will quickly be able to

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I am all about 3rd party verification, it is unbiased information you can trust. These tools (some directly from Google) check your digital marketing vital signs - if you have issues you will know.”

David Phillips, CEO of SayWhat Consulting

verification – it is unbiased and information you can trust. All you have to do is type in your domain and these sites (including Google itself) will evaluate your online marketing health. Digital marketing firms have every reason to stretch the truth when it comes to your online



Simple Steps to Diagnose Your Online Marketing Health

VERIFY THE EFFECTIVENESS OF YOUR DIGITAL MARKETING QUICKLY WITH THESE 5 SIMPLE STEPS! IT TAKES 5 MIN

Evaluating the effectiveness of your search engine optimization and online marketing can be a tedious task ending with no real answer. There are a few simple ways to diagnose your overall online marketing effectiveness. This simple method cannot give yo

see if you have significant issues or not. They will take you about 5 minutes to complete and the results will either give you the peace of mind that you are well represented by your online marketing efforts or you are falling short. You can read the entire article [5 Simple Steps to Diagnose Your Online Marketing Health](#) but we also have provided a brief summary below. If your online marketing efforts did not pass the tests it is likely important for you to take action sooner rather than later because they all play major factors with your digital marketing efforts like [search engine optimization](#) and conversion.

“As a business consultant, I am all about 3rd party

marketing results” states David Phillips CEO of SayWhat Consulting “but these tools give you a truly unbiased review so you can actually know if you have marketing issues or not.”

Below is the summary of the 5 Steps you should take immediately to check on the overall effectiveness of your online marketing efforts. The article (<https://saywt.com/simple-marketing-checks>) has links to all of the resources mentioned below along with a much more detailed explanation of each step's significance.

1. Duplicated Content Will Devastate Your Online Rankings. ****Takes 1 minute to check****

All you have to do is go to the website, input your domain and it will tell you the percentage of duplicated content your website has. Duplicated content will destroy your online rankings. If you have a significant amount you should take action immediately.

2. Is your website's speed hurting your SEO and Conversion? ****Takes 30 seconds to check****
This tool is directly from Google. Just input your domain and Google will rank your website and tell you what needs to be fixed. The speed of your website is essential for SEO, [Pay per Click Marketing](#) and your overall conversion. It is important enough that Google created this specific tool giving you the ability, in about 30 seconds, to evaluate the speed of both your desktop and mobile versions of your website. A bad grade from Google cannot be a good thing so fix it fast.

3. Does your website have a Google Penalty or Security Issues? ****Takes 1 minute to check****
This is another tool specifically made by Google that very few business owners know about. This is a simple and effective way to figure out any major problems your website may have. Checking for a Google penalty and security issues takes about a minute but the sheer amount of valuable information it provides is well worth investing time researching. This is the least known but most powerful tool for any business owner to validate the effectiveness of their digital marketing efforts.

4. Check Your Current Website Traffic Compared to 12 months, 24 months and 36 Months ago!



The image shows a screenshot of a website page. At the top, it says "SEARCH ENGINE OPTIMIZATION | SEO | SMALL BUSINESS". Below this, there are three columns of text. The first column is titled "ALL ABOUT SEO" and says "SEO is vital for your business growth. Learn how we help you get to the top!". The second column is titled "COMMON SEO QUESTIONS" and says "From the obvious to the super complex - all FAQ's you need to know about SEO!". The third column is titled "UNSURE ABOUT YOUR ONLINE SUCCESS?" and says "Simple! Get a free and unbiased total online marketing audit today!". Below these columns are three links: "WHY USE SAYWHAT? >", "COMMON SEO FAQ'S >", and "FREE ONLINE MARKETING AUDIT >".

Below the screenshot, there is a section titled "PAY PER CLICK ADVERTISING". It says "ALL ABOUT PAY-PER-CLICK ADVERTISING FOR YOUR BUSINESS!". There are two columns of text. The first column is titled "EXPENSIVE BUT PROFITABLE" and says "Pay-Per-Click advertising is one of the most profitable online marketing tools available for your business!". The second column is titled "Common Pay-Per-Click Mistakes" and says "Learning from your mistakes is important, finding out about common ones to avoid ahead of time is an advantage and money saver.". Below these columns are two links: "LEARN MORE! >" and "READ ABOUT SOME COMMON MISTAKES >".

Below the screenshot, there is another section titled "PAY PER CLICK ADVERTISING". It says "ALL ABOUT PAY-PER-CLICK ADVERTISING FOR YOUR BUSINESS!". There are two columns of text. The first column is titled "Frequently Asked PPC Questions...Answered" and says "Common PPC Questions asked by business owners like you. Have more - just ask. There are no bad questions!". The second column is titled "Free Evaluation of your Online Marketing!" and says "It is common to be unsure if you are doing it right. We are Unbiased Consultants and will give you honest and real feedback...for free.". Below these columns are two links: "READ PPC FAQ'S >" and "GET FREE EVALUATION OF MY PPC MARKETING >".

Below the screenshot, there is a text block that says "Pay Per Click Marketing is effective and produces a high return on investment. It is simple to track your results and succeed".

****Takes 2 minutes to check****

This is another tool directly from Google. Digital marketing is a results driven business and evaluating your traffic through this source will not only let you track your performance compared to previous years and months – but it also evaluates how people are finding you, what locations your marketing is and is not working, the time they spend on your website and so much more. A few simple clicks can provide you with a wealth of information about your marketing's effectiveness.

5. Perform a Quick Domain Analysis **Takes 30 seconds to check**

This tool can give you a wealth of interesting information about your website in an easy to read format. It summarizes your strengths and weaknesses and provides some valuable intelligence about your overall marketing health.

Depending on the results of your quick review you may be feeling pretty good about your online marketing or you might have a few additional questions – or want a full online marketing audit. We are currently offering no charge, no obligation full online marketing audits for potential clients. <https://saywt.com/online-marketing-audit> We are digital marketing consultants with 20 plus years of experience – proven and trackable results. We can also connect you with a digital marketing firm that can better meet your goals when it comes to search engine optimization, pay per click marketing or website design.

If you are a plastic surgeon and planning on attending Plastic Surgery the Meeting in Boston – we are currently offering free 60 Minute Consulting sessions but only 10 Spots are available. You can sign up for that here: <https://saywt.com/asps-boston-2022>

Written by David Phillips (<https://saywt.com/meet-david-phillips>), CEO and Founder of SayWhat Consulting. With over 20 years of experience, Mr. Phillips has consulted with small, medium and large businesses in marketing, business management, staff training and day-to-day operations. SayWhat assists clients in numerous industries including cosmetic surgeons, plastic surgeons, med spas and attorneys in family law and criminal law.

Feel free to call us at (424) 235-8704 or review our website (www.saywt.com).

Digital Marketing Review: <https://saywt.com/digital-marketing-review>

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