

# *Finding* **DIGITAL OPPORTUNITIES**

Questions To Ask That Open The  
Door For Digital Opportunities:

## **UPDATED**

---

- Do you struggle with keeping your website updated or adding new content?
- Are all of your products/services reflected properly on your website?

## **OPTIMIZED**

---

- When someone searches for your products/services is your site visible in the search results?
- Does your website work well on devices of all sizes?

## **PERFORMANCE**

---

- How well does your website perform in terms of leads provided, conversions, or goals?

## **TECHNICAL**

---

- Is your website secure, regularly maintained, ADA accessible, and tracking key performance metrics?