## Digital Marketing Report Card (example)

## Client:

(report created on \_\_\_\_\_\_\_\_\_\_\_\_\_)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Test** | **Your client** | **Competitor #1** | **Competitor #2** | **Explanation** |
| Traffic Rank  (via alexa.com) |  |  |  | Rank on the Internet traffic wise (“1” – the site with the most traffic on the Net) |
| Estimated Traffic  (https://www.semrush.com/analytics/overview) |  |  |  | Estimated number of visits per month |
| Link Popularity  (via Ahrefs –  https://ahrefs.com/backlink-checker |  |  |  | Shows how many sites point (link) toward any site |
| Domain Authority  (via MOZ –  https://moz.com/domain-authority-checker  OR Domain Rating  (via Ahref  https://ahrefs.com/backlink-checker) |  |  |  | Shows the domain/websites quality and SEO potential |
| Search Engine Rank (via https://smallseotools.com/keyword-position)  or AuthorityLabs, or Mikes Marketing Tools  https://www.mikes-marketing-tools.com/ranking-reports/ |  |  |  | Shows your site’s rank on various search engines / platforms for the search phrase:  “ ..........." |
| Number of likes on Facebook |  |  |  | Popularity on Facebook |
| Number of Twitter followers |  |  |  | Popularity on Twitter |
| Number of social media mentions last 30 days (via socialmention.com or social-searcher.com) |  |  |  | Shows how many times the brand or website have been mentioned in social media during the last month / period |
| Number of social media platforms / users (via social-searcher.com) |  |  |  | Shows on how many platforms (users) your brand has been mentioned during the last month / period |
| Social Media Sentiment (via socialmention.com or social-searcher.com) |  |  |  | Shows the ratio between positive and negative mentions about the brand or website |
| Social Media Passion (via socialmention.com – if available) |  |  |  | Shows the passion index (measure of the likelihood that individuals talking about the brand or website will do so repeatedly). |
| Social Media Reach  (via brand24.com) |  |  |  | Shows your client’s total reach on social media pages on the Internet |