



DON'T FORGET THE COMPANY WEB SITE!

***A Discussion About Important Information An
Appraiser Can Discover From Web Sites and the
Internet***

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Do You Use The Internet For Research In Preparing A Valuation Report?

- **Company Web Site**
 - Most clients have a web site
 - Some sell or provide services to clients through their web site (i.e. file downloading)
 - Most web sites have information that may be useful in your report
- **Company Social Networking**
 - How do they distinguish themselves from their competition?
- **Company Blogs**
 - Who is their target audience?



Do You Use The Internet For Research In Preparing A Valuation Report?

- **Company Web Site**
 - Do you look at it?
 - Use it for your report?
 - Do you reference it in your report?
 - Most web sites have information that may be useful in your report
- **Company Social Networking**
 - Do you know if your client is using social networking?
 - Would you reference it in your report?
- **Company Marketing Plan**
 - Do you discuss their online presence?



Tools To Analyze A Client Web Site

- Google Search
 - What key words does your client feel a customer would use to look for them
 - How does their site rank in a Google Search?
 - What page are they on?
 - Where do their competitors rank?



Tools To Analyze A Client Web Site

- What Do They Have On Their Site?
 - Is it clear what they do?
 - Is contact information easy to find?
 - Do you have:
 - Social Networking Links (LinkedIn, Facebook, Twitter, Blog, etc.)?
 - Video?
 - Podcast?
 - Ability to be contacted through web site?



Tools To Analyze A Client Web Site

- www.websitegrader.com
 - Free service that provides a grade from 1 to 100 on the effectiveness of a web site in terms of its marketing effectiveness
 - Clients unaware of this site are interested to know how they rank and how their competitors match up
 - Provides information on:
 - Readability Level
 - Blog grade (if they have one)
 - Mobile optimization (might be beneficial)
 - Traffic Rank



Tools To Analyze A Client Web Site

- www.klout.com
 - Free service that provides a grade from 1 to 100 on the amount of your influence on Twitter, Facebook and LinkedIn
 - How many people you influence (True Reach)
 - How much you influence them (Amplification)
 - How influential they are (Network Score)



Tools To Analyze A Client Web Site

- www.majesticseo.com
 - Free registration site
 - How many links refer to the web site?
 - What links are referring to the web site?
 - What are the top referring domains?
 - How influential they are (Network Score)
 - Compare with competitors



Tools To Analyze A Client Web Site

- www.sitereportcard.com
 - Provides grades from 1 to 10:
 - Link check
 - HTML check
 - Load Time check
 - Meta Tag check
 - Spell check
 - Keyword check
 - Rankings on Google, Yahoo & MSN



Tools To Analyze A Client Web Site

- www.waybackmachine.org
 - Enter in website address
 - See what the website looked like at any date in the last several years
 - Was used to prove a product warranty was in place for a lawsuit