



TAILOR PAGE WEB DESIGN

ONLINE IDENTITY SELF-ASSESSMENT

[www.TailorPage.com](http://www.TailorPage.com)

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# ONLINE IDENTITY SELF-ASSESSMENT

WHERE CAN YOU BE FOUND ONLINE?

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Etsy             |
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> LinkedIn         |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Personal Website |
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> Other            |

HOW FREQUENTLY ARE THOSE THAT FIND YOU ONLINE CONVERTING INTO PAYING CLIENTS?

- ☐ Often
- ☐ Sometimes
- ☐ Never

ARE YOU ABLE TO CHARGE FAIR PRICES FOR YOUR WORK?

- ☐ Yes, I'm happy with my earnings.
- ☐ I tend to undercharge so I can book more clients.
- ☐ My prices are fair but I want more clients!

ARE YOU PROUD OF HOW YOU'RE REPRESENTED ONLINE?

- ☐ Yes, I love everything about my online identity!
- ☐ I don't hate my online identity but I think I could improve in some areas.
- ☐ If I'm honest, I think my online identity needs an overhaul.
- ☐ I don't have an online identity (yet!)

# ONLINE IDENTITY SELF-ASSESSMENT

IN WHAT WAYS IS YOUR ONLINE IDENTITY AUTHENTIC TO YOU,  
YOUR VALUES AND YOUR BUSINESS AS A WHOLE?

HOW CAN THE PEOPLE THAT FIND YOU ONLINE GET TO KNOW YOU  
AND YOUR BUSINESS BETTER?

HOW CAN YOU PROVIDE VALUE TO THOSE THAT FIND YOU ONLINE?

WHO IS TYPICALLY DISCOVERING YOU ONLINE? (Age, gender,  
values, beliefs, buying behaviour, etc. - Get Specific!)

ARE THE PEOPLE CONNECTING WITH YOU AND WANTING TO WORK  
WITH YOU PEOPLE YOU LOVE DOING BUSINESS WITH?

DO YOU TRACK YOUR SUCCESS? IF SO, HOW?

*Ready to get started on  
a customized, strategic,  
and authentic online  
identity?*

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CONTACT US TODAY