How does your website score?
(be honest with your assessment and scoring)

Your website should not be about you, or your business. It should be ALL about your customer.
If you're unclear about any elements or you'd like help to 'get your website in shape' then let's have a chat…

	URGENT Action Required (0 points)	**Needs Improvement** (5 points)	**Excellent** (10 points)	Your Score
'Above the Fold'	○ Copy is vague. Answers to the 4 Critical Questions are hard to find or non-existent. ○ Dominated by large picture / image	Engaging copy but visitors have to scroll or click around to fully understand the answers to the 4 Critical Questions.	Headline & sub-headline with immediate call to action. Clearly answers the 4 Critical Questions: ○ **Who is this for?** ○ **What do you do?** ○ **Why should I care?** ○ **What now?**	
Video	○ No video.	○ Video is there but not prominent and/or not 'human' and/or out of date, OR doesn't answer 4 Critical Questions.	○ Engaging, 'human' video positioned prominently ○ Video answers the 4 Critical Questions.	
Images	○ Stock images used OR ○ Few images on site – pages are text heavy, OR ○ crude or unprofessional or out of date images used.	○ No/few 'real' images. ○ No/few images of real customers or staff.	○ Real images throughout. ○ No obvious stock photos. ○ Images obviously support the copy. ○ Images 'humanise' the business. ○ Pics demonstrate the 'after' of your target market.	
Main Menu	○ Navigation cluttered or unclear. ○ No clear CTA present in menu ○ No phone number in menu	○ Logo visible ○ Navigation contains some non-essential items ○ Phone number visible but not Tracking no. ○ Main CTA visible but not in top right of page	○ Company logo in top left. ○ Navigation limited to bare essentials ○ Phone (Tracking) number clearly visible ○ Main CTA prominent in top right of page	
Personality	○ No pictures or video of business owner; ○ Only stock images used on site. ○ If you changed name & logo at top of page to a competitor rest of content would still be true & make sense – no differentiation. Same as everyone else.	○ Some real photos amongst stock images; ○ Page is competent but 'corporate' – giving away the huge advantages of personality & ownership. ○ 'People buy people' has been forgotten.	○ Biz owner photo on page; ○ Video captures essence of business personality; ○ Real photos of real people are featured throughout; ○ Business has 'soul'.	
Call to Action	○ Only 1 call to action on the page. ○ Visitor is left wondering what to do next…	○ At least 2 clear and specific calls to action, one above and one below the fold.	○ Consistent primary & secondary calls to action that are repeated at least 3 times on the page. ○ CTA copy is clear and compelling.	
Body	○ Disjointed body copy. ○ Little flow. ○ Lots more 'we' than 'you'	○ Text, images and video explain the features but they are not clearly connected to specific customer benefits ○ More 'we' than 'you'	○ Text, images & video clearly expand on HOW the product/service works, WHO will benefit and WHAT the visitor needs to do next. ○ Clear visual breaks between sections. ○ Compelling copy – **all customer centric**. ○ Lots more 'you' than 'we' *(3:1)*	
Trust	○ No testimonials. ○ No links from independent review site/s ○ No customer logos. ○ No award logos.	○ Logos and testimonials are visible but poorly presented.	○ Logos from existing customers feature prominently; ○ Customer stories told with headlines and names; ○ Feed from independent review sites show latest reviews ○ Award winning/finalist logos on page	
Footer	○ Footer is lacking essential elements OR ○ Footer is missing entirely from the page.	○ Includes most of elements in 'Excellent' column but layout is cluttered or unclear.	Clearly laid out and includes: ○ Expanded Navigation ○ Physical address ○ Links to Contact Us ○ Link to Privacy Policy ○ Link to Terms of Service ○ Has 'Resource Directory' for flagship content	
Tracking	○ No Analytics and no Tracking Number	○ Analytics but no Tracking Number	○ Unique Tracking Number used ○ Google Analytics installed properly	

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ENTREPRENEURS CIRCLE
CERTIFIED COACH

Total Score
(out of 100)