

Website Performance Tool

Give yourself a score of “1” for each question to which you can answer “Yes!”.

If the answer is, “Well, sort of”, “I intend to” or “No” then leave the score blank.

- Is it immediately clear **WHO** you work with?
- Is it immediately clear **WHAT** problem you solve?
- Is it immediately clear **WHAT** result I can expect to achieve?
- Is the headline sharp, snappy, bold, and results rich?
- Is there an opt-in option **ABOVE** the “fold” (meaning, it can be seen without scrolling down)?
- Does the opt-in text describe results?
- Does the opt-in box have a privacy policy?
- Do you offer something for free, other than a newsletter?
- Are there sub-headlines throughout the copy?
- Do the sub-headlines clearly explain your **WHAT**?
- Is there **ONE** compelling message that is instantly clear?
- Does the site look clean and professional?
- Is there one call to action on every page?
- Is there a clear emotion that the site evokes or provokes?
- Is the text formatting easy to read (not too much centered, bold, or changes in fonts)?
- Is there complete contact information at the bottom of **EVERY** page?
- Is the navigation clear and easy to understand?
- Is the navigation easy to find?
- Are all links working?
- Is all of the text error-free?
- Is the domain name (your web address) easy to spell and you own it?
- Are you tracking unique visitors?
- Are you backing up your website regularly? (Can you recover from being hacked?)

Website Wisdom Checklist What’s Your Score?

0 – 6 Oops! Looks like you’re either just starting out with your website, or need to start over.

Use the checklist above to prioritize the changes so you’re efforts are well rewarded!

7 – 12 Okay, but you’re losing valuable opportunities to capture leads and make sales. It’s time to take a good look at your site and make updating it a priority!

13 – 18 Good work. Focus on 1-3 specific areas to improve your conversation rate.