



Welcome Home

CREATING A SAFE SPACE FOR YOU TO EXPLORE  
YOUR STORY, DISCOVER YOUR VOICE,  
AND PROMOTE YOUR PASSIONS.

LET US HELP YOU.

# 5-Minute Website Audit

YES

NO

**Do you have a brand tagline near the top of your home page?**

Does your website visitor know who you are in the first 5 seconds of being on your home page?

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YES

NO

**Is there a call-to-action (CTA) above the fold on your home page?**

The fold is that point on the webpage where you have to scroll down to keep reading. Ideally, you have some kind of CTA above the fold so your website visitors immediately know what you want them to do.

This can be in your navigation, in an announcement bar, or in the content of the top section of your page. Some ideas are: sign up for a free consult call, shop now, download your freebie, read the blog etc...

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YES

NO

**Are there less than 5 items in your main navigation?**

We don't want to overwhelm your site visitors with too many options so only link the most important pages in your top navigation.

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YES

NO

**Are your images cohesive and representative of your brand?**

Your images are one of your most important assets in making a great first impression and connecting with your people. It's important to make sure all your images work well together and truly represent your brand and the clients you're hoping to attract.

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YES

NO

**Is your copy (text) written in short chunks of text with headings?**

Long paragraphs of text are a big no-no when it comes to designing your website. People tend to scan a webpage before they commit to reading every word, so it's important to make sure you're breaking up your text with relevant headings to help guide your reader to the information they need.

Being clear and concise with your copy is always the best way to go!

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YES

NO

**Is there a CTA at the bottom of every page?**

Make sure to lead your visitors where you want them to go by including CTAs on all your webpages. Don't leave them hanging not knowing what to do next!

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YES

NO

**Does your site look good and function well on a mobile device?**

Considering at least 50% of all website traffic is coming from a mobile device, your site HAS TO look good and be easy to use on a smart phone.

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YES

NO

**Do you have a privacy policy and terms & conditions linked in your footer?**

While I'm not an attorney, I can tell you that if you have a website and you're based in the US, you are required by law to have a privacy policy on your website that's easily accessed from any page.

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YES

NO

**Can your contact info be found within 1 click?**

Your contact info, especially if you're a location-based business, is vital information that needs to be found within 1 click. Linking a Contact page in your main navigation or putting it in your footer are both great options!

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YES

NO

**Can the important info about your products/services be found within 2 clicks?**

Don't make people search hard for the info they need! Strategically place your info where it's easily accessible and you should start seeing an increase in your conversions.

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**Okay, now let's add up your scores!**

TOTAL NUMBER OF "YES" RESPONSES: \_\_\_\_\_

TOTAL NUMBER OF "NO" RESPONSES: \_\_\_\_\_

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### **7 OR MORE “YES” RESPONSES:**

Congrats! Your website is killin' it! Maybe just go through a fix any of your “NO” responses to make sure your site is 100% primed and ready to convert those ideal clients!

### **FEWER THAN 7 “YES” RESPONSES:**

No worries, friend This just means your website needs a little TLC.

Focus on turning all your "NO" responses to "YES." These are a few of the big things that can drive conversions so let's fix those first.

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## **NEXT STEPS...?**

**Looking for help to fix some of the No's and optimize the Yes's??**

*That's where we come in!*

Send us a message, include that you did the “5-Minute Audit,” and we'll help you design the website you want for your business!

**CONTACT US TODAY!**

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