

# IMPROVE Your Website *Today*

## Discover:

- Learn how your website achieves against 5 of the key website qualities
- Know where to start in making improvements
- Benefit from an improved website today

Does your  
website pass  
the test  
?

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# Introduction

As an entrepreneur its reassuring when your website does everything it needs to in supporting your success.

Having worked in design for over 20 years I have worked with different personalities – some like you to do a task for them and other like support to do it themselves. Whichever one resonates with you, you will get great value from our Self Audit guide.

This guide gives you an over view of each of the 5 areas we will explore as well as a Self Audit check you can do yourself.

*Jilly*

## Instructions

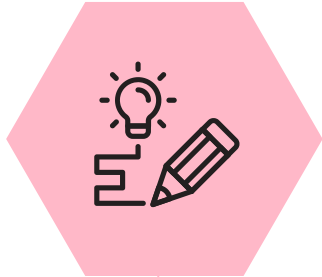
*Print out, use paper or use digital version on PC.*

Complete each section and add up your scores and see for yourself whether

**your website passes the test**  
**?**



# 5 Qualities Of A Great Website

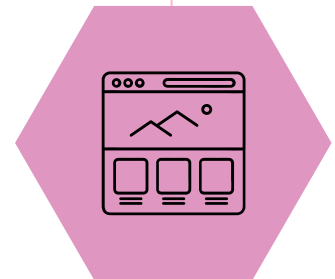


## Well Designed

- Does your website have the right balance?

## Content Rich

- Does your website communicate your brand?



## Responsive

- Does your website function and display well across all devices?

## Current

- Is your website maintained and up to date?



## Effective

- Is your website serving its purpose?

Well Designed



# Navigation check

- Your first step on your self audit is to check if your website is well designed.

**Imagine you are your ideal customer visiting your website to take your preferred action.**

*eg book a meeting or put an item in the shopping basket*

*Give a score out of 10 for each of these questions  
(1=low and 10=high)*

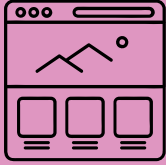
- Did you find what you were looking for?
- Was it frustration free?

*Add up your 2 scores*

Quality of being Well Designed      **TOTAL**

*Add your score to page 9*

## Content Rich



# Clarity Check

- Your second step on your self audit is to check if your website is content rich.

Go to your website home page and within the first 5 seconds does your site show with clarity these two points:

Give a score out of 10  
(1=low and 10=high)

- What you do;
- Who it's for;

Quality of being  
Content Rich

Add up your 2 scores

**TOTAL**

Add your score to page 9

Responsive



# Mobile Ready Check

- Your third step on your self audit is to check if your website is responsive.

**Pick two devices of different screen size. Ensure to use devices other than a PC/Laptop.**

View your home page on each device and in portrait and landscape view where available. Take note of the menu, text and images and give a score on how effectively they display.

Give a score out of 10  
(1=low and 10=high)

- Device 1
- Device 2


*Add up your 2 scores*

Quality of being Responsive

**TOTAL**

*Add your score to page 9*

Current



# Update Check

- Your fourth step on your self audit is to check if your website is responsive.

Do you share business updates, events, blogs or social media posts currently?

Yes/No

## If Yes

- When did you last update your website with this information?

Score 10 if in the last week, 5 if in the last fortnight and 1 if longer

- Are you confident you can update your website content?

Give a score out of 10 (1=low and 10=high)

## If No

- When did you last freshen up your text and imagery?

Score 10 if in the 3months, 5 if in the last 6months and 1 if longer

- Are you confident you can update your website content?

Give a score out of 10 (1=low and 10=high)

Add up your 2 scores

Quality of being  
Current

TOTAL

Add your score to page 9



Effective



# Call To Action Check

- Your fifth step on your self audit is to check if your website is effective.

Go to your website to check opportunities for your ideal client to taking action and keep in touch – answer these two questions:

Give a score out of 10  
(1=low and 10=high)

- Does your home page give your Ideal customer at least a twice a call to action to your primary offer?
- Does your site provide a second way to engage and keep in touch?

*eg- Mailing list, downloadable content etc*

Add up your 2 scores

Quality of being  
Effective

**TOTAL**

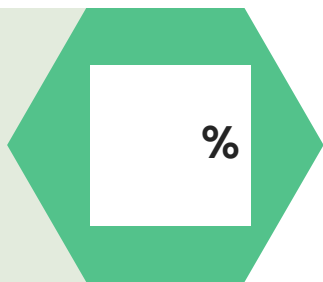
Add your score to page 9

# Your Rank

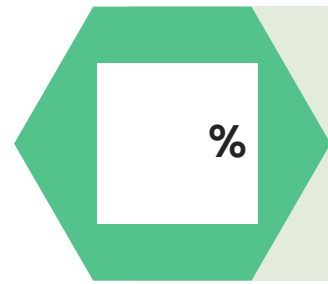
Add your 5 scores for your overall score and circle your 5 quality rankings

	RANK	TOTAL
	<i>Use your total and circle your rating</i>	
	2-7      8-13      14-20	
	Low   Medium   High	
<b>Well Designed</b> Navigation check		<input type="text"/>
<b>Content Rich</b> Clarity Check		<input type="text"/>
<b>Responsive</b> Mobile Ready Check		<input type="text"/>
<b>Current</b> Update Check		<input type="text"/>
<b>Effective</b> Call To Action Check		<input type="text"/>

**OVERALL TOTAL**  
 Add up your 5 scores



# Your Score



OVERALL  
TOTAL

## Score 10 - 39%

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### Developing

Your off to a good start with your website. With a score like yours you do have room to grow your key website qualities. Its time to make a plan to work out your next steps in improving your website quality score.

## Score 40 - 69%

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### Aspiring

Excellent with a score like yours you achieving well on some of the key website qualities. Celebrate your higher ratings and plan your next steps to build up your lower scores.

## Score 70 - 100%

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### Achieving

Congratulations you are achieving many great qualities already with your website. With a score like yours you are ranking high in most/all of your key website qualities.

Double check your rankings to see if you have any aspects you could further enhance and plan your next steps..

# Next Steps



## Want To Read More

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We touch briefly on many topics – was there one you wished to learn more about?

[Click Here](#)

## Professional Guidance

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Prefer an audit done for you? We can help – let us carry out a professional audit and provide you with practical personalised feedback and recommendations.

[Click Here](#)

## Done for you

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When you just want improvements made – we are here to support you. Let us get straight to the root of the problem and put into place the necessary improvements.