production monkeys

Website Scorecard

www.

Site Goals
- *As a site owner, did you establish the primary function for your site?*
- *As a site owner, have you created specific metric goals for your site?*
- *As a visitor, do the design, content and images make the site goal apparent?*

Score   1   2   3   4   5

Impactful Design
- *Does the site utilize white space, bullets or titles to keep the content feeling minimal?*
- *Is the most important content above the fold?*
- *Does the site layout follow a natural visual flow of a visitor?*

Score   1   2   3   4   5

Responsive Design
- *Does the site size down to fit appropriately for mobile device browsers.*
- *Does the site function adequately for a mobile user?*
- *Is the site free of any Flash players?*

Score   1   2   3   4   5

Effective Keyword Use
- *Does the site use headlines that are descriptive and engaging?*
- *Is the content conversational, easy to read and not overcrowded with keywords?*
- *Did you find the site using a search? Were the page title and description persuasive?*

Score   1   2   3   4   5

Compelling Testimonials
- *Does the site make use of testimonials?*
- *Can a single testimonial be read or viewed in 2 minutes or less?*
- *Do the testimonials address a potential sales objection?*

Score   1   2   3   4   5

Fresh, Quality Content
- *Does the site have a blog that's being updated at least once a week?*
- *Are the blog posts being written with short paragraphs, section headers or lists?*
- *Is the content valuable to a visitor?*

Score   1   2   3   4   5

Social Engagement
- *Are there social links on the homepage?*
- *Can you interact with the business without leaving the site (share, comments, etc.)?*
- *Is the business regularly posting or responding in social media channels?*

Score   1   2   3   4   5

Site Links
- *Are there links to other pages of the site beyond just the menu?*
- *Does the anchor text of the link appear to include keywords?*
- *Using Open Site Explorer (or a similar tool) is there a number of links from other sites?*

Score   1   2   3   4   5

Obvious Call to Action
- *Does the site have a call to action that lives above the fold?*
- *Is the call to action paired with a valuable offer?*
- *Is there a call to action on each page of the site?*

Score   1   2   3   4   5

Google Analytics
- *Has Google Analytics been set up for the site?*
- *Do you know where visitors are coming from and what they're viewing?*
- *Are you using Google analytics to adjust your site to better accomplish your goals?*

Score   1   2   3   4   5

Your total score is:

0 – GTFO	*1-10 – Take your site down now*
11-20 – You need some serious help	*21-30 – Tweaks required*
31-40 – You're on the home stretch	*41-50 – Bang, you've got this figured out*