



IS YOUR WEBSITE ACTUALLY MAKING YOU MONEY?

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TODAY WE'LL BE COVERING:

- A **critical analysis** of your own website, for its relevance and conversion power.
- Discuss the **Why**, the **Who** and the **What** of your website (or, the WWW)
- We'll talk about **user experience (UX)** across devices
- We'll seek to **take away some actions**, that will **improve your digital performance**
- We'll aim to **setup a foundation** for your other online activity and marketing



YOUR WEBSITE | THE WHY

THE PRIMARY PURPOSE OF MY WEBSITE IS TO:

(A website may have more than one purpose, but what is the main objective you want it to achieve?)

MY GOAL FOR THE DELIVERY OF THAT PURPOSE IS:

(If the website is serving its purpose correctly, what is the target you have set for the results?)

THE TARGET MARKET THAT I'M REACHING OUT TO IS:

(A type of person, a type of business – the website's purpose applies to someone, who is it?)

THE CORE MESSAGE THAT I AM COMMUNICATING IS:

(People's attention does not last long, what is the first thing they need to know about your product/service?)

MY WEBSITE HAS ALREADY BEEN DESIGNED TO COVER THESE POINTS:

YES / NO / SOMEWHAT

ACTIONS:

YOUR WEBSITE | THE WHO

WHO IS THE IDEAL VISITOR TO MY WEBSITE?

(Who is the perfect person, to take up what you're offering?)

WHAT IS THEIR DEMOGRAPHIC / GEOGRAPHIC?

(Do they have an age range, specific gender, financial situation, life situation? Also, where are they?)

WHAT IS THEIR LIFESTYLE, HOBBIES & INTERESTS?

(How do they spend their time, what motivates them, and how could you leverage that?)

ARE THEY INTERNET SAVVY? WHERE DO THEY PLAY ONLINE (SOCIAL MEDIA, OTHER WEBSITES)?

(What is their ability to use the site, to find what they want? How would they find the site in the first place?)

MY WEBSITE HAS ALREADY BEEN DESIGNED TO SUIT THESE VISITORS:

YES / NO / SOMEWHAT

ACTIONS:

YOUR WEBSITE | THE WHAT

WHAT AM I SELLING / OFFERING ON MY WEBSITE?

(There may be more than one service or product offering, but what is your priority?)

WHY SHOULD PEOPLE CHOOSE MY OFFERING?

(What is going to get them to say "YES!", or to click that 'BUY NOW' button?)

WHAT IS MY COMPETITIVE ADVANTAGE?

(Assuming you're not alone out there, why should a visitor choose you, over a competitor?)

WHAT IS MY PROMOTION / CALL TO ACTION?

(What is the HOOK? Why should your potential customers say yes, RIGHT NOW?)

MY WEBSITE HAS ALREADY BEEN DESIGNED TO COMMUNICATE MY OFFERING EFFECTIVELY:

YES / NO / SOMEWHAT

ACTIONS:

YOUR WEBSITE | THE UX

LOAD SPEED – HOW LONG DOES YOUR WEBSITE TAKE TO LOAD?

(TEST DESKTOP & MOBILE)

(A slow site, will lose you customers. Test your load speed using Google Tools, then action recommended improvements where possible)

NAVIGATION – IS IT EASY TO FIND WHAT YOU'RE AFTER?

(BASED ON THE SITE'S PURPOSE)

(This is especially important on mobile devices. It's a lot easier to push the back button than to figure out where to go to find what they're after)

FIRST IMPRESSION – WHAT IS THE FIRST THING YOU SEE, WHEN ACCESSING ON A SMART PHONE

(You have less than 1 second to make a first impression, what does yours look like?)

CONTENT – ARE THE IMAGES, VIDEOS & COPY ENGAGING?

DO THEY REPRESENT THE WHY, WHO & WHAT OF YOUR WEBSITE'S PURPOSE?

(Knowing who your audience is, how would they respond to your imagery, and language used?)

MY WEBSITE HAS A GOOD USER EXPERIENCE, ON ALL DEVICES:

YES / NO / SOMEWHAT

ACTIONS:
