

WEBSITE WATERFALLS

Good websites are fluid and adapt to their terrain. Just as water is essential to life, a website is essential to every business and organization. A website is your most important marketing tool, with 88%* of online consumers reporting that they would be less likely to make a return visit to a website if they encounter a bad user experience.

A website is built on two core principles:

• **User Experience**

UX

The underlying architecture of a website with the goal of improving the experience of a website visitor, especially in terms of how easy or pleasing it is to use.

• **User Interface**

UI

Anything a user may interact with to use a digital product or service. The goal of user interface design is to make the user's interaction as simple and efficient as possible.



Know
the Lingo



Website Self Assessment

SCORE SHEET

Website notes:

Properly scoring a website requires many professional tools. However, you can assess the basic **five elements** of a website based on your personal experience.

What to do with my score?

It's "simple": Address the lowest scores first and be sure to maintain any high scores on a quarterly basis.

BAD ← → GREAT

	1	2	3	4	5
Visibility					
Website utilizes a content marketing strategy.	1	2	3	4	5
Website has ongoing search engine optimization.	1	2	3	4	5
Traffic is driven to site via social and email campaigns.	1	2	3	4	5
Site content is focused and uses a keyword strategy.	1	2	3	4	5

Interaction

Website focuses on guiding visitors to conversions.	1	2	3	4	5
Website doesn't suffer from page bloat (too many pages).	1	2	3	4	5
The site contains clear calls to action (CTAs).	1	2	3	4	5
Site content is guided and optimized by traffic analytics.	1	2	3	4	5

BAD ← → GREAT

	1	2	3	4	5
Usability					
Menu navigation is simple and uncluttered.	1	2	3	4	5
Website complies with ADA standards.	1	2	3	4	5
Content is broken into skimmable sections.	1	2	3	4	5
Content is easy to read on desktop and mobile devices.	1	2	3	4	5


Aesthetics

Design fully aligns with your brand guidelines.	1	2	3	4	5
Imagery has a consistent tone and style.	1	2	3	4	5
Icons and graphics are custom to your brand.	1	2	3	4	5
Site appears modern and uses advanced HTML effects.	1	2	3	4	5

BAD ← → GREAT

	1	2	3	4	5
Content					
Messaging is accurate and routinely updated.	1	2	3	4	5
Content has been fully proofed for consistency.	1	2	3	4	5
Messaging aligns with other marketing efforts.	1	2	3	4	5
Website uses a modern content management system.	1	2	3	4	5

Your website score:



/100

