How to rate your website

You have only a few seconds to create a positive first impression on the visitors to your website — it's really important to get the fundamentals right. Follow these steps to objectively assess your current site.

Check it now, and again in six months to judge how you've improved!

Fit with overall business goals	*Your rating*
Does your website align with the goals of your business?	/10
Is it generating a return on investment?	/10
Can your target audience follow through? For example, can they book, purchase, register, find contact details? Can they convert?	/10
Subtotal	**/30**

Brand alignment	
Does the design and aesthetics accurately represent the personality and ethos of your brand?	/10
Is it consistent with your brand's offline touch points - brochures, signage, vehicles etc.?	/10
Does it visually communicate the right message to your audience?	/10
Subtotal	**/30**

Ease of use	
Is the navigation easy and intuitive? Can your users easily find what they need?	/10
Does the structure match the way your users research and make decisions?	/10
Is it quick to load, or is your audience getting frustrated?	/10
Subtotal	**/30**

Calls-to-action	
Do your users know what you want them to do on your website? (ask them!)	/10
Do you encourage your users to act now eg. book now, buy now, call now, register today?	/10
Subtotal	**/20**

Target audience goals (you may need to ask them here)

Can your users purchase or book at the moment of decision-making?	/10
Does the content answer their questions?	/10
Does it enable them to do or find what they need?	/10
Subtotal	**/30**

Findability

Does your website appear in search engine results?	/10
Does it appear in search results when searching for a term that is related to your business but not your business name?	/10
Subtotal	**/10**

Device-friendly

Does your website layout adjust to suit the device (laptop, phone etc.) it is being viewed on?	/10
Can your user's complete your 'call-to-action' from a smartphone?	/10
Subtotal	**/20**

Ability to update

Can you make changes yourself to keep your site current and relevant?	/10
Subtotal	**/10**

Measurable

Does it have analytics so you can track and measure site usage and performance?	/10
Subtotal	**/10**

Trustworthy and credible

Do your customers trust your site enough to enter their details? Is your site secure?	/10
Can your users easily find your contact information to ensure you are a legitimate business?	/10
Do you have reviews or case studies on your website that demonstrate credibility?	/10
Do you have social media presence to offer 'social proof'?	/10
Have you spell-checked your content?	/10
Subtotal	**/50**

Your website self-assessment score: **Total**   **/240**

Date