

# How Effective Is Your Website?



## QUESTIONNAIRE

*If you're looking to establish relationships, create leads, and generate sales, you can't just build an online presence and expect your users to flock to your website. Here are 27 questions to guide you in assessing the health and effectiveness of your site.*

### MARKETING

- 1. Do you know where to find your audience?**  
*Which of your marketing channels are bringing in the most customers? What are your top-performing channels?*
- 2. Are you aware of your competitors' strengths and weaknesses?**  
*If your customers were to look at your website and your competitors' websites, would they select your company?*
- 3. Have you identified your unique value proposition (UVP)?**  
*Your UVP is a positioning statement that explains the unique benefit you provide for your target audience and how you do it distinctly better than your competitors.*
- 4. Do you know what your customers' pains are?**  
*Once you identify your customers' needs and problems, you can propose how your company can solve these pains.*
- 5. Are you using marketing automation?**  
*Marketing automation refers to software technologies such as HubSpot or Marketo – tools that allow companies to automate tasks such as email marketing, landing pages, social marketing, and lead management. Wouldn't it be useful to know exactly when your leads are viewing your emails?*

### USER EXPERIENCE

- 6. Are users getting lost, confused, or frustrated on your website? Do you know why?**  
*Forrester Research estimates that approximately 50% of potential sales are lost because users can't find the information they're looking for.*
- 7. Can users understand your page titles, navigation, and site structure?**  
*The latest tools can validate the intuitiveness and accuracy of your content categories and allow you to optimize your site structure, navigation, and labels.*
- 8. Are users frustrated with a feature on your site, and if so, do you know how to make it more user-friendly?**  
*Google Ventures has optimized a process called a "product design sprint" that helps startup companies identify and solve problems that customers are frustrated with.*
- 9. Do you know how your users feel about using your website?**  
*Consider conducting user testing as you're developing the website, or incorporating user feedback tools into your live site.*

### SEO

- 10. Are your pages loading in less than 2 seconds?**  
*Google has benchmarked 2 seconds as the recommended load time. Companies whose site load times are under the two-second mark have often seen improved search rankings and increased conversions.*
- 11. Are you using keywords that your audience is searching for?**  
*Finding the words your customers are entering into Google when looking for the service or product your company offers is crucial for your website to rank higher on the search results pages.*

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## SEO CONT'D

### 12. Are your pages optimized for search engines?

*Did you know that [SEO leads](#) have a 14.6% close rate, whereas outbound leads (such as direct mail or print advertising) have a 1.7% close rate?*

### 13. Do you know which metrics you need to capture? If so, have you benchmarked your current metrics?

*Metrics have a direct impact on sales. Seeing trends can help your company save money and make money by pinpointing opportunities and problems.*

## CONTENT

### 14. Do you have a Content Management System (CMS) for easier site maintenance?

*The most popular CMS platforms are WordPress, Drupal, and Joomla!, but each has advantages and shortcomings. The best choice depends on your specific project and staffing requirements.*

### 15. Have you created a strategy for managing, tracking, and implementing your content?

*Marketing Sherpa reported a [case study](#) in which a technology firm's adoption of an organized content marketing strategy led to a 2,000% increase in blog traffic and a 40% boost in revenue.*

### 16. Is your content relevant and useful to your audience?

*Try to understand what questions your customers have, and provide precise answers that anticipate what they're searching for. Use your content to educate, increase awareness, and build thought leadership.*

### 17. Do you have sufficient calls to action to capture potential opportunities for conversion?

*Examples include signing up for a free trial, subscribing to an email newsletter, downloading a white paper, requesting a quote, or prompting users to "read more".*

## DESIGN

### 18. Does the visual look and feel support your company's brand?

*We believe design should have a purpose that supports the company's overall brand positioning, giving users an innovative and inspiring picture of every client's story.*

### 19. Is the copy for your website written in a way that resonates with your audience?

*As one prominent [copywriter](#) advises, "Sneak into your user's mind. Understand what makes him contact you. And know exactly what stops him from buying. Become a good psychologist and a good salesperson. Understand your audiences' wishes, dreams, and secret desires. Then simply tap into these desires with your words."*

### 20. Do you test new features with potential users before rolling them out on your site?

*According to Jacob Nielsen, a prominent web usability consultant, you stop getting valuable data after 5 test subjects complete your user testing.*

### 21. Do you survey your audience for ways you can improve your product or service online?

*Profitable, successful companies are constantly having conversations with their customers and prospects to find out what their pains are when using their product or service. Online surveys, in-person and online user testing, and online feedback widgets on your site are some of the most effective ways your company can start discussions with your audience to improve your product, which will help your bottom line.*

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## PROJECT MANAGEMENT

- 22. Does your current team have a clear process for conveying requirements, action items, milestones, and deliverables?**  
*Embrace an approach of “no fires” and “no surprises”. Set expectations with everyone on the team, and manage scope, time, cost, and resources wisely. Communicate, communicate, communicate.*
- 23. Does your team anticipate issues and proactively address them?**  
*Learn to become a mind reader and be prepared to hit those curve balls out of the park. Get comfortable wearing the many hats of coach, parent, mentor, teacher, diplomat, disciplinarian, and cheerleader – all while dancing backwards wearing heels.*
- 24. Does your team use productivity tools for collaborating and sharing information?**  
*Think Google Docs, Dropbox, Evernote, UXPin, Skype, HelloSign, and Hightail. ‘Nuff said.*

## TECHNOLOGY

- 25. Is your site responsive so that it dynamically resizes to fit all screen sizes and devices?**  
*Also, is your site’s responsive code [render-blocking](#)? Does it increase your site’s page load time? Studies have associated longer page load times with users abandoning a site.*
- 26. Are your web pages written using HTML5 so that search engines can understand them easier?**  
*Is your page written not only using HTML5 tags, but using them properly and in a way that helps computers understand your content? Does your site utilize microdata from [schema.org](#)? Do you wonder how some sites can show their business hours or details about an upcoming event on the search results page?*
- 27. Are your videos optimized to work across devices and browsers?**  
*HTML5 again comes to the rescue, making it easier to ensure your video experience can be seen on any browser, as well as providing extra SEO goodies such as text transcripts.*

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If you have any questions or need help with creating or redesigning your website, feel free to contact me at [jpowell@lrtico.com](mailto:jpowell@lrtico.com) or (650) 731-0070.

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