

Leading the way in web creations

[the-pixel.com](http://the-pixel.com)



# Website Self-Assessment

*Created by: [the-pixel.com](http://the-pixel.com)*



# INTRODUCTION

*Is your website the best it can be?*

The assessment is based on the three essential components of website success:



## DESIGN

Are your site's cosmetics top-notch?



## CONTENT

Is your content attracting potential leads?



## NAVIGATION

Does your site do what it's suppose to do?

By honestly and thoughtfully evaluating your current website, this assessment will generate ideas for improving your results, and provide insight into best practices.



## PART 1: DESIGN

*Are your site's cosmetics top-notch?*

**1a** Is your text easy to read? Prominent logo, good text-to-background contrast, font, size, spacing?

- a) My site has all 5 of those features (4)
- b) My site has 3-4 of those features (1)
- c) My site has 0-2 of these features (0)

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YOUR SCORE

**1b** Can you see the most important information without having to scroll down the page?

- a) Yes, all of it (4)
- b) Most of it (1)
- c) Haven't really paid any attention to content placement (0)

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YOUR SCORE

**1c** Does the purpose of your site come through quickly?

- a) Yes, the headlines, images and text all present a clear picture (4)
- b) Somewhat, but some pages could use some work (1)
- c) Not really, but the content explains the purpose (0)

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YOUR SCORE

**1d** Do you feature engaging photos and images that flow with your content?

- a) Yes, our site is filled with the perfect amount of images (4)
- b) A few, but we could use more (1)
- c) No, we pretty much only have text (0)

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YOUR SCORE

**1e** Is your site visually appealing, clean and professional?

- a) Yes, it is gorgeous (4)
- b) It is ok, but could be improved (1)
- c) No, it is unattractive (0)

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YOUR SCORE



## PART 2: CONTENT

*Is your content attracting potential leads?*

**2a** Is your content driving a lot of traffic to your website?

- a) Yes, our website is increasingly popular (4)
- b) Yes, there is some increase (1)
- c) I'm not sure how to check that (0)

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YOUR SCORE

**2b** Do you have a company blog where you post at least once a week?

- a) Yes, our blog is integral to our strategy (4)
- b) We have a blog, but only post a few times a month (1)
- c) No, we don't have a blog (0)

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YOUR SCORE

**2c** Is your web content carefully optimized for keywords to help you get found online?

- a) Yes, we love using keywords in our content strategy (4)
- b) We've implemented a few words unique to our company and industry (1)
- c) We don't really think about keywords (0)

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YOUR SCORE

**2d** Is your content fresh and ever-changing?

- a) Yes, we add new content and keep things up to speed (4)
- b) Somewhat, we update things occasionally (1)
- c) No, our content has been the same for a long time (0)

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YOUR SCORE

**2e** Do you have a community of followers on Twitter, Facebook, LinkedIn, or other social media networks?

- a) Yes, we have plenty of followers, likes, and connections (4)
- b) We try to interact, but few people respond or comment (1)
- c) We don't use social media (0)

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YOUR SCORE



## PART 3: NAVIGATION

*Does your site do what it's suppose to do?*

**2a** Use Google Site Speed Analyzer to determine your site's loading times? Do your pages load quickly?

- a) Yes, score is 80 (average) or above (4)
- b) Kind of, score is 60-79 (1)
- c) No, its slow going on our site, score 0-59 (0)

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YOUR SCORE

**2b** Test every button on your website, do all of them work?

- a) Yes every button works (4)
- b) No, 1 or 2 are broken (1)
- c) No, more than 2 are broken (0)

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YOUR SCORE

**2c** Do all of your links go where they are suppose to?

- a) Yes (4)
- b) All but a couple do (1)
- c) More than a couple don't go where they are supposed to (0)

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YOUR SCORE

**2d** Do you have links to your website on other sites, such as social networks, directories or forums?

- a) Yes, we have many links on other sites (4)
- b) We have a few links on other sites (1)
- c) We don't have any links back to our site (0)

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YOUR SCORE

**2e** Do you provide ebooks, whitepapers or other content to capture lead data

- a) Yes, we provide valuable content in exchange for visitor data (4)
- b) We offer a couple pieces of content to capture data (1)
- c) We don't offer any content to capture data (0)

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YOUR SCORE



## PART 4: HOW DID YOU DO?

### *Understanding your score*

#### 0-30 Points

Looks like you have a weak web presence. You do have a website, which is a great first step, but it isn't helping increase profit and enhance your ROI.

Nowadays, people are turning to the internet first to find solutions to their problems. Your website has several jobs in this process. First, it needs to be able to be found. Second, it needs to have content that will convince the visitor that your company can solve their problem. All the while it needs to be reliable, functioning well, and easy to navigate.

Maybe you're not an internet scientist, but you don't have to be. Analysis is one of the great friends to you on the Web. Use Google Analytics (a *FREE* tool) to monitor performance, identify trends, and learn more about your website.

Try Google Analytics, cater your content to your audience, and look for deficiencies in your site's layout, set up, or navigation. Then take this self-assessment again and see that improvement!



## PART 4: HOW DID YOU DO?

### *Understanding your score*

### 31-48 Points

You have a web presence, but you're not using it to its fullest potential. Your website should be the center of your marketing campaign. If it's not up to par, your marketing campaign is going to suffer. Not to worry though, identifying the problem is half of the battle.

In addition to making sure your website is clean and easy to navigate, you will want to implement an inbound marketing strategy to go hand-in-hand with your website. You should think about adding and improving social media, adding or enhancing your blogging strategy, and monitoring your site's performance on search engines as ways to improve your website and overall web presence. Don't forget, quality content is king.

You're almost there! There may be some back-end work that needs to be done to improve the functionality of your site as well, but you're on your way!



## PART 4: HOW DID YOU DO?

### *Understanding your score*

#### 49-60 Points

Congratulations! You're really mastering the whole website thing! There's always room to improve though.

You most likely already have a blog, but be sure to continue to add to it, ideally at least once a week. New, engaging, and relevant content will assuredly get your visitors talking and sharing it, driving more visitors to your site.

Your website runs well and the look and feel are great too. Take a look at the inbound links your website has. Try to add more, and get your site out there for people to find. Similarly, look at the current SEO performance. Develop or reevaluate your keyword strategy so that your site ranks highly for relevant keywords and search inquiries.

Of course, continue to monitor your site's performance. Most importantly, don't slack off while you're ahead!





## PART 5: WHAT NEXT?

*How we can help*

### FREE DIGITAL MARKETING ANALYSIS

We hope you did well on your Marketing Self-Assessment. If you would like to take your assessment further, our marketing specialist at ThePixel will do a Digital Marketing Analysis for you.

**GET YOUR ANALYSIS NOW**

### Get in Touch

ThePixel is a premier digital marketing and website design agency located in Cedar Rapids, Iowa. Our results-driven inbound marketing team, along with our expert web developers, provide clients of all shapes and sizes with a customized strategy leveraging best practices and proven techniques that increase leads and close deals. [www.the-pixel.com](http://www.the-pixel.com)

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