

# WEBSITE ASSESSMENT CHECKLIST



**IMPROVE YOUR SITE**  
**IMPROVE YOUR BUSINESS**



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Published By: Rev Publishing | **Rev Marketing 2U, Inc.**

Title: **Website Assessment Checklist**

ISBN: 9798425677501

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**Rev Publishing**

P.O. Box 1670

Amherst, VA 24521



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# Website Assessment Checklist

Welcome to the Rev Marketing Website Assessment Checklist. Our companies have worked with thousands of clientele across the country and the need for understand what to look for on a very basic level is always needed. This is small contribution to help out entrepreneurs, business owners and full-scale corporations.

I sincerely hope this helps each and everyone of you on your quest to enhance your business with a stronger marketing effectiveness score.

Best wishes,

A stylized, handwritten signature in black ink, appearing to read 'Tracy Lee Thomas'.

**Tracy Lee Thomas | Founder**





# The Rev Website Assessment Checklist Is Based On Four Fundamental And Essential Components Of Website Success



## Training Session 1 Responsive Design

Is your website responsive and its design built to yield results?



## Training Session 2 Content & Design

Is your content & images attracting the volume of business and results you are seeking?



## Training Session 3 Navigation For Users

Can your sites visitors easily navigate and do business with you on your website?



## Training Session 4 Marketing Platform

Is Your Website a Marketing Platform that earns a strong ROI?

### Let's Hit This Assessment With An Honest Overview.

Simply note whether you have selected A, B, or C and note the number score in the box. (points) 5, 1 or 0 in the box and then tally them up at the end.



## Training Session 1

# RESPONSIVE DESIGN

**1 Is your website easy to read and displayed well on your cell phone and computer?**

- a) Yes, my site looks great on both (5 points)
- b) Yes, my site looks good on the computer but not on mobile devices (1)
- c) No, it does not look good nor is it easy to read (0)

---

Your Score

**2 Is the most valuable information at the top or do you need to scroll down really far on a mobile device or computer?**

- a) Yes, the user can see the most valuable content up top (5 points)
- b) Yes, but some things need to move up (1)
- c) No, I am not sure what is most important to be up top (0)

---

Your Score

**3 Does your site appeal to the personas of your demographics?**

- a) Yes, it is very appealing and the bounce rate is very low (5 points)
- b) Somewhat, but we know it good be better (1)
- c) I am really not sure how to evaluate that (0)

---

Your Score

**4 Is your bottom of the funnels CTA easy to find on mobile?**

- a) Yes, no scrolling needed (5 points)
- b) Somewhat but I have to scroll down once (1)
- c) No, my site needs help in this area (0)

---

Your Score

**5 Is your site utilizing scalable images and graphics?**

- a) Yes, it is scalable on all devices (5 points)
- b) It is ok, but I can see it needs to be improved (1)
- c) No, it does no scale automatically (0)

---

Your Score

**6 Does your sites "Performance Scores" score well?**

- a) Yes, We score both A's and or B's (5 points)
- b) Somewhat, our site scores with one or more C (1)
- c) No, we have at least one D or F as a performance score (0)

---

Your Score



## Training Session 2

# CONTENT & IMAGES

### 1 Is your content and images attracting site visitors?

- a) Yes, our website is quite popular in our market (5 points)
- b) Yes, we some activity on the site (1)
- c) I'm not really sure how to check that (0)

---

Your Score

### 2 Do your page titles match your page content?

- a) Yes, our SEO strategy is very strong (5 points)
- b) Only a few of them do (1)
- c) No, we are unsure of how this works or what to do (0)

---

Your Score

### 3 Is your site content and images optimized with keywords that match the page content to get your brand seen online?

- a) Yes, we have a strong keywords and content strategy (5 points)
- b) Well, we do utilize a few unique keywords for our industry (1)
- c) We really don't understand keywords nor use them (0)

---

Your Score

### 4 Does your site have fresh and up to date content?

- a) Yes, we add fresh content quite often (5 points)
- b) Yes, we upload some content once and a while (1)
- c) No, our content hasn't ever changed (0)

---

Your Score

### 5 Google Your Company name and click "images". Do you images and photos from your website come up in the search results?

- a) Yes, we are seen everywhere (5 points)
- b) Yes, we have at least 2 images (1)
- c) No, I don't see any and realize this isn't optimal (0)

---

Your Score

### 6 Does Your Sites "Optimized Images" Score Well? Use this site for a speed test <https://gtmetrix.com>

- a) Yes, we score an A or B (5 points)
- b) No, we score a C (1)
- c) No, our sites optimized images score a D or less (0)

---

Your Score



## Training Session 3

# NAVIGATION FOR USERS

**1 Does your site load quickly under 3 seconds?**

**Use this site for a speed test <https://gtmetrix.com>**

- a) Yes, we our site and the load time is close to 3 seconds (5 points)
- b) No, we are under 5 seconds though (1)
- c) No, our site moves like a snail (0)

---

**Your Score**

**2 Click on all links. Do they all work and go to the right place?**

- a) Yes , they are all working (5 points)
- b) No, 3 or less are broken (1)
- c) No, too many are broken and hurting our site performance (0)

---

**Your Score**

**3 Have you tested all buttons on the site and do they work?**

- a) Yes every button works on the website (5 points)
- b) No, I have 2 or less that are broken (1)
- c) No, I have too many broken that are hurting site performance (0)

---

**Your Score**

**4 Does the top menu have easy to navigate menu?**

- a) Yes, the menu is easy to follow and shows everything on the site (5 points)
- b) No, the menu is a bit confusing (1)
- c) No, the menu is not easy to navigate (0)

---

**Your Score**

**5 Does your footer have a privacy policy, awards and certificates?**

- a) Yes, we provide a privacy policy and display our awards and certificates (5 points)
- b) We only have one of the three mentioned (1)
- c) We don't offer any of these on our site (0)

---

**Your Score**

**6 Is the phone number / contact us easily seen on mobile?**

- a) Yes, I can click to call or complete a form on the site (5 points)
- b) It is there but I need to scroll down to find it (1)
- c) No, its hard to find and navigate (0)

---

**Your Score**





## Training Session 4

# MARKETING PLATFORM

### 1 Does your website have a Podcast for getting your brand seen?

- a) Yes, I have both audio and video podcast options (5 points)
- b) I have audio only (1)
- c) No I do not have a podcast system (0)

---

Your Score

### 2 Is there a blog on your website for content, images and video?

- a) Yes , my blog allows for all three (5 points)
- b) My site only allows content (1)
- c) No I do not have a blog (0)

---

Your Score

### 3 Is there a review system for others to leave reviews on site?

- a) Yes there is a review system (5 points)
- b) No, but there are a few reviews (1)
- c) No review system or reviews on site (0)

---

Your Score

### 4 Does your website have a onboard chatbot that collects leads?

- a) Yes, there is a chatbot that can take name, number, email, etc. (5 points)
- b) Yes, there is a chatbot but I cannot ask for information (1)
- c) No, there is no chatbot (0)

---

Your Score

### 5 Do you provide authored ebooks or whitepapers?

- a) Yes, there is a authored ebook or white paper in exchange for user data (5 points)
- b) Yes, but we do not collect data (1)
- c) No, we do not have an ebook or whitepaper on the site (0)

---

Your Score

### 6 Do you have a strong call to action and offer on site?

- a) Yes we do and we generate may leads each month (5 points)
- b) We have a strong offer but a weak call to action (1)
- c) No, we do not have either of them (0)

---

Your Score





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# Congratulations!

Your Assessment Is Complete. This scoring system is based on three levels of scoring a websites marketing effectiveness online.

What does this mean to the search engines and those seeking your business?

The higher your score the more search engines (Google) will show those searching for your product and or service on the web. The lower the score the less you are seen on the internet. The life of a business and their financial status and growth expectations are changed in just a short period of time when the score is raised on the website with a well-built platform.

**0-71 pts. = A Website That Needs Help**

**72-103 pts. = Online Presence Needs More Focus**

**104-120 pts. = Where Effective Marketing Begins**

Continue reading to discover how to improve your website score.



# Online Website That Needs Help

## Your Website Score is 0-71 points

The first step to getting seen is having a website online.  
We are excited to see you are online and that you are a step closer to building your business.

However, this level of score reflects the following;

1. A website that needs immediate HELP to improve marketing effectiveness
2. Reflects a poor score and weak online web presence
3. Losing prospective clients to competitors sites

**No worries though, we help people with this every day all day long.**

I want to give you a couple of tips and tools that can help you out, or our Rev Team can help guide and assist you in taking your business to the next level.

### A Few Tips!

#### **1. A Website Platform Built To Grow Your Business:**

Too often we see free websites builders, cookie cutter websites or sites that score poorly with Google and other search engines. The world is all about searching, shopping, leaving reviews and looking at products and services online. Your site needs to be built to perform well and assure your message is being seen while earning a strong return on investment (ROI).

#### **2. A Website Platform That Promotes The Brand And Gets You Seen:**

Google Analytics is a FREE TOOL to help monitor your sites performance, identify trends, and learn so much more about your website. Try Google Analytics, and you can cater your content to your audience, adjust deficiencies on your website. Once you have done this please feel free to take this website assessment a second time.

#### **3. A Website Platform That Meets Your Goals:**

This is where a higher skill set is often needed. Is the goal to attract leads, promote a product or service, sell online, drive prospective customers to a brick and mortar location, create a buying funnel for a specific industry, product or service.



# Online Presence That Needs More Focus

## Your Website Score is 72-103 points

This may not be the highest scoring level, but this is a serious step in the right direction with your online footprint (presence). With this ever-changing world of technology your website needs to be the center target of your marketing campaign and focused on your objectives that tie in with your campaigns.

With a strong diversified campaign, you need a well-built website platform that operates like a marketing machine. Currently, we have some work to do to get your site operating at a level that yields a stronger ROI with your marketing.

I would like to take the time to give you **The V.I.P. Code** right out of my newest book called “**Stacking Success**” Business Secrets.

### The V.I.P. Code

**Validate:** Cultivating social validation online to BUILD TRUST.

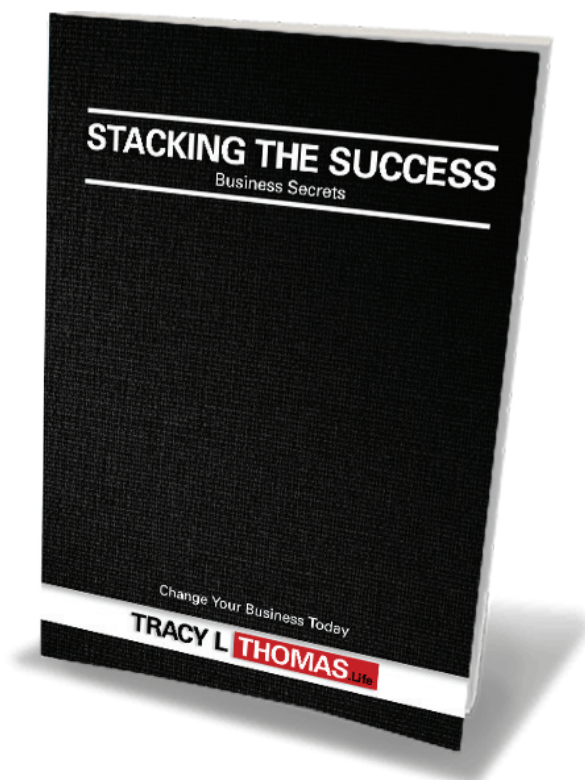
**Impact:** Creating a POSITIVE IMPACT by telling YOUR STORY and the CAUSES you support.

**Potential:** Creating potentials within a marketplace for FINANCIAL PROFITS

Understanding how these will work is essential to growing your business online. With content still being king, we need to align a podcast, blog, and a few other add-ons that will grow your online footprint easily and quickly.

Your site can easily make You and Your Business king of content. We have developed a DIY Marketing Schedule for those that score 104 or higher. You are almost there!

Try Google Analytics, and you can cater your content to your audience, adjust deficiencies on your website. Once you have done this please feel free to take this website assessment a second time.





# This Is Where Effective Marketing Begins

## Your Website Score is 104-120 points

Congratulations! Your site has scored very well in marketing effectiveness and now it's time to look at your marketing effectiveness.

A well-built site is a GREAT way launch your marketing campaign(s) and tie them into your site and create a web to attract new and recurring business.

I wanted to make sure you understand there are several ways to accomplish marketing and there are multiple levels of this where we work with businesses.

1. Do It Yourself (DYI) where the business owner manages it themselves.
2. Hire a family or friend
3. Hire a digital agency or consultant as Rev Marketing.

It isn't that one can or cannot create a sustainable marketing campaign, its if they are doing it correctly to yield the best results and the strongest return on investment.

### There are two ways to manage this successfully.

- 1. Hire a consultant** to build a marketing / development plan geared towards company objectives that allows business owner, family and friends to follow the plan with its marketing tactics and strategies.
- 2. Hire a digital agency** such as Rev Marketing to professionally manage the marketing campaigns, website pages to match the personas of those campaigns.

Try Google Analytics, and keep your site up and performing well. Once you have done this please feel free to take this website assessment a second time.

# Get Your FREE Analysis Now!



## About the Author

For the past 30 years, Tracy has been building businesses, creating leaders, and stacking success for entrepreneurs as a serial entrepreneur himself. He founded Rev Marketing which has helped thousands of entrepreneurs and businesses tell their stories online in the marketplace to enhance the marketing and grow their business model.

Tracy Lee Thomas opened his first business as a teenager in Wisconsin throughout high school. Without realization, Tracy was FRAMING his life to be...

He learned quickly that Marketing was one of the most important factors in his business's Success Of his Business. He began and continues to study all newspaper ads, yellow pages, and every commercial on TV and the radio.

As a serial entrepreneur, Tracy founded Rev Marketing, and he literally cracked the code by making an impact in communities around the country.

*Tracy Lee Thomas*



# WEBSITE ASSESSMENT CHECKLIST

This book is the first of four in the Assessment Series where Tracy offers business owners the opportunity to review and analyze their business. The Website Assessment Checklist shows you how to take a small piece of your time to honestly look at your website and analytics, answer some questions, and see where you and your site stand overall. You will look at four fundamental components of website success and use them to ascertain your overall online effectiveness.

