

• • • FOR BUSY ENTREPRENEURS WHO CRAVE BETTER WEBSITE RESULTS • • •

SITE INFORMATION

Your Name:	
Site Name (URL):	
Site Purpose:	

SITE PERFORMANCE RATING

Are you getting the signups and sales desired?	Y/N
Are your marketing efforts falling flat?	Y/N
Does something just feel "off"?	Y/N

CONTENT QUESTIONS

Glancing only at the top 1/4 of your home page, can the viewer easily understand what you do and who you do it for?	Y/N
Do home and sales pages engage the heart strings of your prospective client?	Y/N
Do you indicate measurable goals buyers can use to gear the success of your product or service?	Y/N
Do visual clues guide the reader through the site in a logical progression that you direct?	Y/N
Have you created more than a bland website: Have you created a customer experience?	Y/N

ADJUST UNTIL ALL = YES

AVOID VISUAL DISTRACTIONS

Has there been an overuse of bright, eye-catching colors that pull the eye away from the message?	Y/N
Do pages resize to fit the user's device size?	Y/N
Are any main text columns narrower than 3"?	Y/N
Check images of people. Follow their eyes, heads, hands and other gestures. Do they cause viewers to look away from your content?	Y/N
Do any images flash or blink inappropriately distracting the eye from the task at hand?	Y/N
If using stock art images, do any have odd subliminal messages, gestures, or feelings that could turn the viewer away?	Y/N
Is your self photo smaller than 2", blurry, far away? Are pet photos larger or better than your own?	Y/N

ADJUST UNTIL ALL = NO

WEBSITE COUNT DOWN

Number of menu choices:	
Number of links to your other pages:	
Number of links to others' pages:	
Time for site to load after refresh:	
TOTAL (Adjust to keep this number low):	

WEBSITE COUNT UP

Number of unique visitors per month:	
Number of list signups per month:	
Number of web-initiated sales per month:	
Number of viewable blog posts:	
TOTAL (Adjust to push this number up):	

MESSAGING GAP SYMPTOMS

You have a beautiful-looking site with many visitors, but it doesn't convert viewers to buyers.	Y/N
After visiting your site, prospective clients ask, "What do you do?" or "What is this about?"	Y/N
The product or service you sell can't be described in a few words (i.e., "t-shirt," "coffee cup").	Y/N
<i>People who suffer from a Messaging Gap are often Swans.</i>	

NEED MORE HELP?

Jamie Saloff has been a publishing expert for nearly two decades helping clients write, publish, and market their books. Oddly, most of her clients do not consider themselves authors. They are creative, enterprising women who have a method to teach or a story to tell and a desire to uplift others.

With Jamie's guidance, they are able to use books and info products to expand their client base, uplevel their credentials, increase their income, and create the free time they need as they strive to create harmony between the work that they love and a lifestyle they deeply desire.

