

Website content audit

Company: _____

URL: _____

Contact name: _____

Phone: _____

There's no silver bullet for creating a profitable website. But there are certain core elements of website content that help you get more qualified leads and sales. Here's a quick checklist you can use to evaluate your site:

1. Does your website answer the question, "What's in it for me?"

Yes No

Your website should focus on your customers, not on your business.

Visitors want to know, "What's in it for me?" So tell them by communicating the key benefits of your product or service. Your website should position your company as a solution to your customers' problems.

Use this online tool to rate your website's customer focus:

<http://www.futurenowinc.com/wewe.htm>

2. Does your home page dish up key content?

Yes No

Your home page is your company's face to the world. It must:

- Clearly and briefly explain what you do and who you do it for
- Present the most compelling benefits of doing business with you
- Include links that draw readers deeper into your site e.g. links to the most popular pages, key products/services and/or important news or promotions.

3. Does your website tagline immediately communicate what your site is about?

Yes No

Online searchers are very impatient. If they can't figure out what your site is about in a few seconds they'll probably hit the back button. A clear and concise website tagline on every page tells first-time visitors what they can expect from your site. (Hint: if your tagline includes the word "solutions" it's probably not clear what you do!)

4. Do you include relevant search engine key phrases in all content?

Yes No

Use Wordtracker (<http://www.wordtracker.com/>) to find out which key phrases will bring you the most traffic from the search engines. Place these key phrases in link text, headlines and sub-headings, meta descriptions and title tags (see below), and body text. This will improve your search engine rankings and increase traffic.

5. Do your title tags include relevant search engine key phrases?

Yes No

The title tag is a very important factor in achieving high search engine rankings. (Tip: the text in the title tag is displayed in the blue bar at the top of your web browser.) Each page on your site should have individual title tags containing relevant search engine key phrases.

6. Is your website built on "cornerstone content"?

Yes No

"Cornerstone content" is a valuable online resource for your target market. It could be a downloadable "how-to" e-book, self-assessment tool (like this audit!), online tutorial or industry glossary. This type of content positions you as an expert in your field, attracts links and traffic, and promotes word-of-mouth. You can also use it as "bait" to build your email subscriber list.

7. Does your site have a free offer to capture qualified sales leads?

Yes No

Encourage visitors to register their contact details in exchange for a free report, guide, newsletter, consultation, e-course, seminar, catalogue, white paper, etc. Once you have visitors' email addresses, you can follow them up to maximise sales conversions. Almost every industry can use this approach with great results.

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8. Does every page have a high-quality headline? Yes No

High-quality headlines are crucial to the success of a website. They must work or nothing else matters. Headlines and sub-headings should:

- Be clearly differentiated from the body text
- Be clear, descriptive and unambiguous
- Contain the essential search engine key phrases for the page; and, most importantly,
- Entice visitors to keep reading.

9. Is your website content written for “scanners”? Yes No

People don't read websites word for word – they scan the screen looking for the information they want. Therefore your website content should be written for scanners:

- Online text should have roughly 50% of the words you would use for print
- Include lots of bullets, lists and meaningful sub-headings
- Use links to break up longer information.

10. Is there a call to action on every page of your site? Yes No

The main objective of your website content is to get readers to take action. Think of your site as a series of paths leading readers to contact you, buy something or register their contact details. Each page should include an invitation to action – even if it's only to read the next page – to move readers along the path.

11. Do your product pages address ALL of your customers' questions and concerns? Yes No

It's a simple fact: if you don't give people enough product information they won't make a purchase. Product pages should include clear product descriptions, answers to ALL frequently asked customer questions, all relevant specifications, warranty information, and clear images, including close-up views, enlargements, details and different angles.

12. Does your website convey trustworthiness? Yes No

Trust on the web is measured by a visitor's willingness to risk time, money and personal data on a website. To build trust with visitors your website should have a professional design with clear navigation; customer testimonials and case studies; a privacy policy; comprehensive, correct, and current content; and complete and up-front contact details.

13. Did you hire a proof-reader to check all your content? Yes No

Typos, grammatical mistakes, inconsistency and broken links on a website create a bad impression of your business. (Remember, many visitors will get their first impression of your business from your website.) Hiring a proof-reader helps to minimise these errors.

14. Do you employ strategies to attract targeted traffic to your website?

Yes No

The best website content on the planet is worthless unless prospects and customers see it. To attract targeted traffic to your website you need to employ one or more of the following strategies:

- Search engine optimisation (SEO)
- Pay per click advertising (such as Google AdWords)
- Drive to web campaigns – using email, direct mail, print ads, etc.

Scoring

If you answered no to any of these questions your website is probably not as profitable as it could be. To maximise the business value of your website you should fix these basics first.

FREE consultation

I offer all new clients (Australia only) a free half-hour telephone consultation. I'll give you useful tips on how to make your website more profitable. To request your free consultation simply fill out this audit and fax it to (02) 8231 6651.