

# Website Reviewer

## **OVERVIEW**

Primary audience?

Secondary audience?

Top 3 actions you want your audience to take

What do you like most about your website?

What do you dislike most about your website?

Is the site mobile phone- and tablet- ready?

## **PUNCHLIST**

### **Structure**

Is the information architecture too deep, too wide, or about right?

Is the navigation usable? (dropdowns)

Is there a content management system?

### **Content**

Does the home page show who you are, what you do, and why we should care?

Is the voice engaging or impersonal?

Are the calls to action prominent and easy to use?

Are there testimonials, metrics and stories?

Is there a news feed? Is it recently updated?

Are there videos? Are they prominent?

### **Design**

Does the look and feel align with the brand and audience?

Does the design get in the way of the message, or help it? (legibility)

Does the site look dated? (clutter)

Is the photography professional?