



Use this tool to help you measure YOUR ORGANIZATION's website effectiveness.
Give your organization a score of 1-5 for each of the following questions.

- Score 1 - Strongly Disagree**
- Score 2 - Disagree**
- Score 3 - Somewhat Agree**
- Score 4 - Agree**

Our Website

URL: _____
(www.yourwebsite.com)

Clear Communication

	Score	Areas of Concern
Within 30 seconds, web visitors know who you are, what you do, and how you can help them		
Your URL is predictable based on your company name (ie. www.demandmetric.com)		
The primary objective of the website is very clear and well defined.		
The target market or audience that will be viewing the website is clearly defined		
Users are provided with a call-to-action such as to call-in how, download resources, etc.		
There is no irrelevant information, or sections that are not filled with valuable content		
The right amount of information is provided: not too little; or worse, too much		

Brand Consistency & Aesthetic Appeal

	Score	Areas of Concern
All pages follow a consistent layout, color scheme, title/heading structure, and brand style		
Key marketing messages are clearly visible on the site encouraging prospects to do business		
Online branding & messaging is consistent with offline		
Your website reflects your expertise stylistically, ie. Laser surgery=sharp, teddy bears=soft		
The website is visually appealing and 'nice on the eyes'		
Website looks clean, professional, up-with-the-times, and follows good design principles		

User-Friendliness & Easy Navigation

	Score	Areas of Concern
It is easy to quickly navigate to each section, or from section-to-section on your website		
Critical information such as product overviews are available within 3 clicks from the homepage		
Web forms are automatically populated, based on information previously provided in earlier visits.		
There are clear navigation "paths" that help visitors quickly find what they are looking for		
All links are active. There are no broken links, errors, or pages that 'cannot be displayed'		
There is a search engine on the website that is very easy to find, and provides accurate results		