

# WEBSITE VISITOR EXPERIENCE REVIEW

Use this review to take a pulse on your website's first impression to your visitors. This will help you make necessary adjustments to positively impact your conversion rate.

FOCUS:  
FIRST IMPRESSION

## HOMEPAGE

- Y  N  Is there a logo?
- Y  N  Is there visual consistency?
- Y  N  Before scrolling- can you tell what the website's services or products are?
- Y  N  Is it easy to navigate?
- Y  N  Are there authentic pictures?

## SALES FUNNEL

- Y  N  Is there a clear call to action on the site?
- Y  N  Does the site attempt to collect funnel information like an email address?

## ABOUT OR CONTACT

- Y  N  Are there links for social media?
- Y  N  Are the links clickable?

## SOCIAL MEDIA *Pick 2 social media channels to review*

- Y  N  Is there a logo as profile image?
- Y  N  Does the logo fit in profile image?
- Y  N  Is the logo legible?
- Y  N  Is the logo responsive? *Meaning it reduces in size according to application.*
- Y  N  Does the description accurately reflect business clearly?
- Y  N  Does the feed reflect the quality of the business?
- Y  N  Does the feed reflect the brand's feel?
- Y  N  Does the feed support a balance of business and personalized qualities?

## RESPONSIVE

- Y  N  Does your website pull up on a cell phone?
- Y  N  Does the site load at an appropriate speed?
- Y  N  Is the site appropriately adjusted for the condensed experience of a phone?