

WEBSITE AUDIT

1	DESIGN Visitors will pass judgement on your website within seconds and while the cosmetics aren't the number one factor, they count. To get a comparative benchmark visit the websites of several of your major competitors and compare the visual appeal and ease of navigation. Rate your website out of 10 for this feature.	/10
2A	SEARCH POSITION Conduct a Google Search for your industry type in your suburb (e.g. Plumber Richmond). Give yourself 10 marks for Number 1 position through to 1 mark for the tenth position.	/10
2B	SEARCH POSITION Do a search for your line of business without a location (e.g. Plumber). Number 1 position in the rankings earns you 15 points through to Number 15 position which gives you 1 point.	/15
3	CONTENT Again, comparing your website to your competitors, how does the quality and volume of content (text, videos, graphics and images) stack up? Consider how persuasive and professional the writing is and how professional and appealing the graphics and photos are. Give your website a score out of 15 for this.	/15
4	UP-SELLING & CROSS-SELLING How well does your website promote other related products and services with a view to increasing the sale? Give your website a score out of 5 for this feature.	/5
5	CALLS TO ACTION Does your website entice visitors to take decisive action with 'calls to action' such as 'Click Here to Order', 'Sign Up Now' and 'Get Instant Access'. Give your website a score out of 5 for this feature.	/5
6	RESPONSIVENESS Is your website mobile and tablet friendly so it automatically reformats to fit the screen size? Increasingly, your customers and clients are using mobile devices to conduct searches and Google will downgrade your page ranking on mobile searches if it is not responsive. Give your website a score out of 10 for this function.	/10
7	EASE OF MAINTENANCE Your website's Content Management System (CMS) should allow you or your staff to make changes to your website without the need to contact the website developer or designer. Score out of 10 for this feature.	/10
8	CLOSE THE SALE Does your website move visitors closer to a sale? For example, do you offer e-Commerce facilities (like a shopping cart) or provide a form asking for details for you to supply a quote on? Score out of 10 for this feature.	/10
9	BUILD A LIST OF PROSPECTS One of the primary purposes of your website should be to capture visitor contact details to allow follow-up communication including ongoing offers. Give your website a score out of 10 for this feature.	/10
	TOTAL (FROM A POSSIBLE 100)	/100

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How Does Your Website Rank?

RESULTS GUIDE

Based on the score you achieved this is what your results mean:

SCORE	
85-100	Congratulations. It sounds like you have a quality website that should be delivering lots of new customers or clients and providing an excellent return on your investment.
70-84	Very Good and your website should be providing a sound return on your investment but may need work on aspects that didn't score so well.
50-69	Pass, but there is plenty of room for improvement. You may need to be working on converting visitors to leads and sales.
Below 50	Fail. Your website is likely to be losing traffic to your competitors and providing a poor return on your investment. Take action on low-scoring categories as soon as possible!

NEED HELP?

In the digital age, your website is your marketing hub. You need to look at your website as an investment, not a cost and it should be your silent sales person working 24/7/365 to promote your business to your target market.

We believe your website can be the difference between boom and gloom. Over the past few years we have worked with dozens of clients to help them create quality, affordable websites. These sites are more than just electronic billboards, they are 'lead magnets' designed to generate more traffic and more sales.

Finally, please don't hesitate to contact us if you need any assistance with your website because our marketing expertise sets us apart from other accounting firms.

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Accountants Lighting Up Your Business