

wilderness
AGENCY

Website performance review

WildernessAgency.com





7

questions to review your website.

Ask
yourself if
your site
is doing
everything
it can.

In a separate browser window, pull up your website. Then, follow along on this checklist to see if it measures up.

Think about the experience you offer on your website from an outsider's perspective and ask yourself if your site is doing everything it can be to collect leads and convert prospects into customers.



1

LET'S TELL YOUR STORY

A MARKETING AGENCY DEDICATED TO HELPING COMPANIES GROW

LET'S GET STARTED

1 Does your website have a clear, eye-catching headline?

YES

Awesome! Having a distinct headline on your site is essential to helping customers quickly know they're in the right place. This will keep them on your site longer and ultimately, guide them to take an action that's valuable to you.

NO

Consider updating your website so each page features a distinct headline. This will help customers quickly know they're in the right place, keep them on your site longer and ultimately, guide them to take an action that's valuable to you.

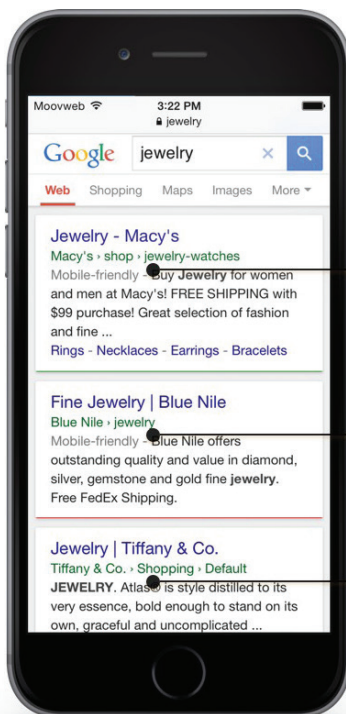
2 Is your website mobile-friendly?

YES

That's great! To convert visitors into customers, your site needs to work well across all devices—from smartphones to laptops. **Test your site*** to see how it scores on mobile-friendliness and speed, and find out how to improve it.

NO

To convert visitors into customers, your site needs to work well across all devices—from smartphones to laptops. **Test your site*** to see how it scores on mobile-friendliness and speed, and find out how to improve it.



Mobile-friendly tags

No mobile-friendly tag

[*testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)

LET'S TELL YOUR STORY

3

A MARKETING AGENCY DEDICATED TO HELPING COMPANIES GROW

LET'S GET STARTED

3 Does your website clearly list the benefits your customer will get if they purchase your product or use your service?

Terrific! When people come to your site, you want to make sure they know right away why they should stay. Make sure the benefits are scannable and easy to read. Bullet points are a great way to do this.

Consider updating your website to include this important information. When people come to your site, you want to make sure they know right away why they should stay. Make sure the benefits are scannable and easy to read. Bullet points are a great way to do this.

YES

NO

LET'S TELL YOUR STORY

A MARKETING AGENCY DEDICATED TO HELPING COMPANIES GROW

4

LET'S GET STARTED

4 Does your website feature images or video?

YES

Way to go! Eye-catching media like photos, video or graphics are appealing to customers and an effective way to engage them with your business. But don't overdo it. Too much media can cause your site to load slowly. You don't want people to leave your site before they see the most important information!

NO

Think about incorporating eye-catching media like photos, videos, or graphics into your website. They'll make your site more appealing to customers and offer an effective way to engage them with your business. But don't overdo it. Too much media can cause your site to load slowly. You don't want people to leave your site before they see the most important information!

YES

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Excellent. When you're clear about the action you want people to take on your site, visitors are much more likely to actually take that action and bring you the business you're looking for.

NO

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When you're clear about the action you want people to take on your site, visitors are much more likely to actually take that action and bring you the business you're looking for.

5 Is there a clear call-to-action on your site? What do you want visitors to do on your site once they get there?

Be clear about your goal, then refine your website to meet that goal. Whether it's calling your business, buying a product online or signing up for a newsletter, you want to make it easy for people coming to your site to know what they should do next, and how to do it.



Marketing Is About The Stories We Tell



Some of my fondest memories from my formative years were from Boy Scout camps sitting on rough, wooden logs that encircled a crackling fire sharing stories with the other boys. I believe in my heart that it is a human need to be told stories. We crave stories much in the same way we crave love. The work we do at Wilderness is based upon this primal need. We bring together some of the best creative talent from around the world to tell our client's stories, to share their passion with the world. Our team has delivered unparalleled Dayton web design and marketing solutions to a wide range of businesses. We look forward to helping Cincinnati and Dayton companies grow by sharing their stories with the world.

6 Is it easy to locate your business' contact information on your website?

Here are a few more ways to boost customers' confidence in your business:

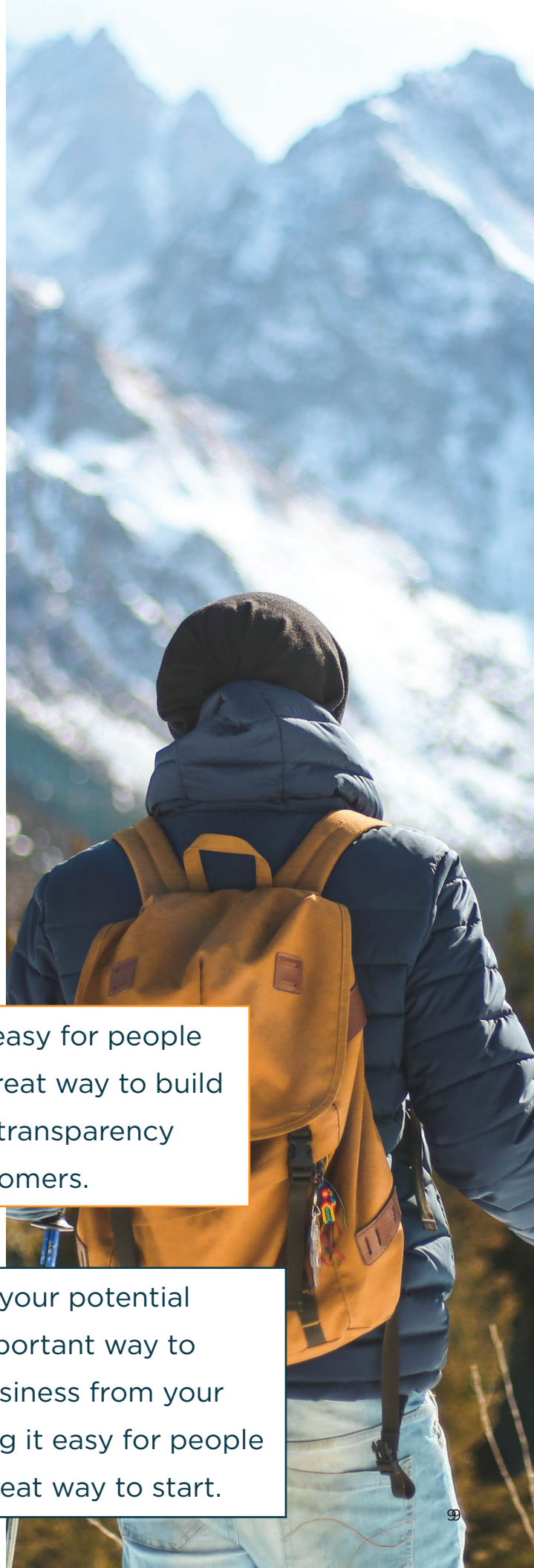
- Include customer testimonials or 3rd party verifications about your business.
- If you request personal information from customers, make it clear why you're asking for it and what you'll do with it.
- Openly share information about your business and clearly state what it does.
- If you run ads on your site, make sure you distinguish these ads and sponsored links from the rest of your site content.

YES

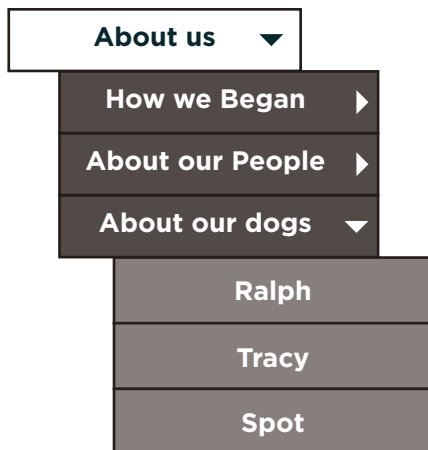
NO

Perfect. Making it easy for people to reach you is a great way to build trust and increase transparency with potential customers.

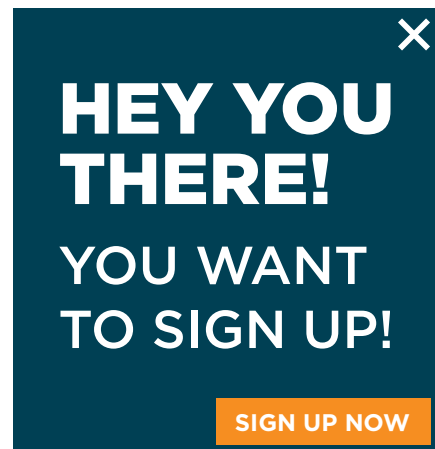
Building trust with your potential customers is an important way to distinguish your business from your competitors. Making it easy for people to reach you is a great way to start.



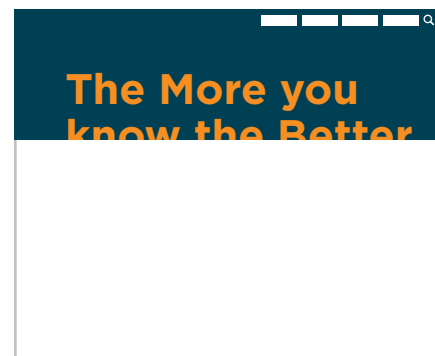
Make navigation simple
- keep your site clean,
clear, and simple by:



Limiting the number of navigation links. Make it quick and easy for users to get where they need to be. Include obvious links to more information—Make it easy for customers to find links to any additional information about the advertised product they might want. For example, a prominent “Learn more” link.



Avoiding the use of pop-ups or other features that could interfere with navigation on your site.



Making sure your site loads quickly so people don't hit “back” before they even get there.



7 Does your business have an online presence beyond your website, such as a free Google My Business listing or social media site?

The web is a big place, which is why your business needs a strong online presence beyond just your website. This can expand your business' visibility and help you reach more customers.

If you don't have one already, create a free Google My Business listing. This will get your up-to-date business info on Google Search and Google Maps so that customers can find and connect with you, no matter what device they're using.

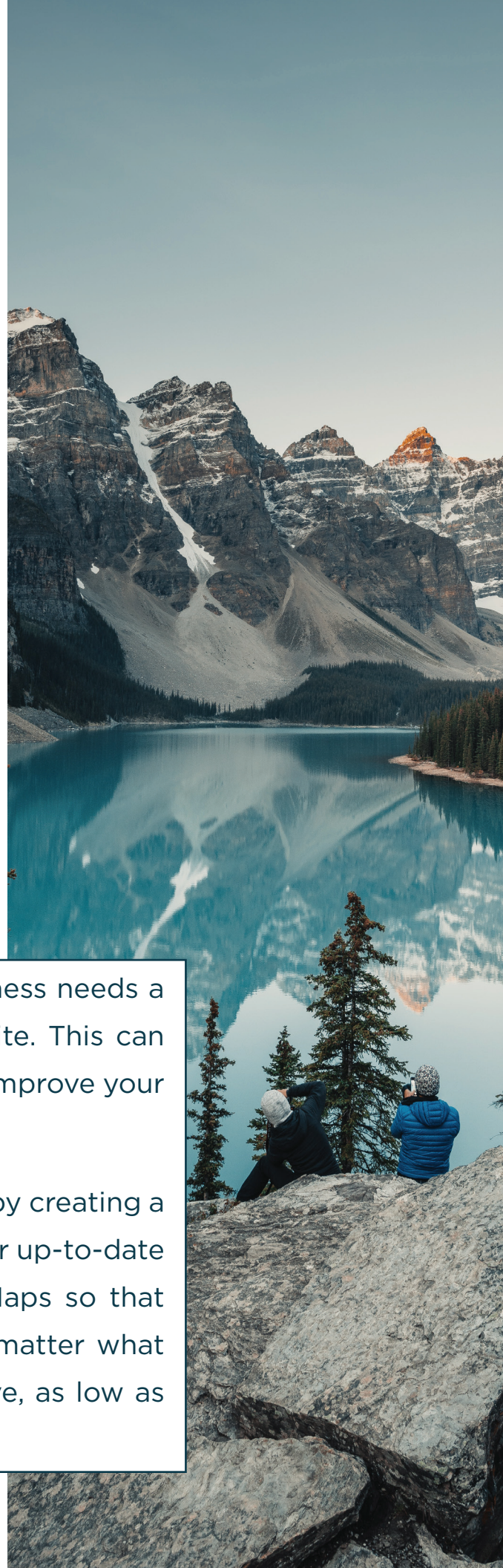
Also, take advantage of free social media sites and services that allow you to create a page or listing for your business.

IF NOT,

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The web is a big place, which is why your business needs a strong online presence beyond just your website. This can expand your business' visibility and potentially improve your placement in organic (non-paid) search results.

The good news is, it's easy and free to do! Start by creating a free Google My Business listing. This will get your up-to-date business info on Google Search and Google Maps so that customers can find and connect with you, no matter what device they're using. Additionally its inexpensive, as low as \$100 per month, per location.



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