

MAGNET Test™

M: Manna Magnetic Captivation (35%)

1. In the first 1 to 3 seconds, does your website share a strong, clear message or bold promise that grabs visitors' attention and makes them curious to learn more or act?
2. Does your site instantly show an image or video that deeply resonates with what visitors truly desire or need?
3. Can a fifth grader easily & instantly understand exactly WHAT your solution is without asking "what do you do"?

A: Activate Authentic Connection (25%)

4. Do you use the exact words and phrases your ideal clients use to describe their biggest challenges or desired outcomes?
5. Does your site provide clear and logical reasons why visitors should choose you/your solution?
6. Within moments, can website visitors understand HOW your solution works and clearly see what makes it different from alternatives?
7. How well does your site align with/address your potential clients' philosophies or beliefs?

G: Guide with GOLDEN Persuasion (15%)

8. Is your website messaging framed as an engaging, persuasive story?
9. Is your website intentionally crafted to answer your ideal client's "unspoken" objections, fears, and concerns?
10. Is your website equipped with lead magnets (like free downloads or videos) to show hesitant prospects the value you deliver?
11. Do you have a CRM system integrated with your website for automated lead segmentation, nurture & follow-ups?
12. Do you use scarcity tactics, like limited-time offers or availability alerts, to create a sense of urgency for visitors?
13. Are your call-to-action (CTA) buttons **prominent** and **visually distinct** from other content, making it effortless for visitors to find and click them?
14. In the first 3 seconds on your site, can visitors spot trust and credibility markers, such as reviews, testimonials, or trust badges?
15. Is there a clear privacy policy and terms of service on your website to help build trust and transparency with visitors?

N: Nail Niche-Precision Design (10%)

- 16. Does your website align with the general look and feel of other sites in your niche BUT without blending in OR feeling out of place?
- 17. Does the website's overall design and user experience feel clean, polished, uncluttered, and premium, boosting visitors' confidence in your brand?
- 18. Are you confident that each website element and section was intentionally & strategically positioned in the right order of appearance?
- 19. Do you often second guess the appropriateness of your design when compared to the top competitors in your niche?

E: Engineer Elegant Experience Now is your food (10%)

- 20. Does your site load fast (under 3 seconds) and provide a smooth frustration-free experience on phone and other devices?
- 21. Is your website easy to navigate so that visitors find what they need in just 1-2 clicks?

T: Trigger Targeted Dominance (5%)

- 22. How often does your site show up in google, social media, and AI search?
- 23. Has your website been crafted to position you as a trusted leader and the obvious choice in your industry?
- 24. How confident are you that your website answers the top 10 questions potential clients often ask?
- 25. Do you have a clear marketing strategy that consistently drives potential clients to your site?

Extra

- 26. What is the current monthly revenue of your business?
Options: Less than 5K | \$5k - \$9k | 10k - 29k | \$30k - \$50k | more than 50k
- 27. How much of that comes directly from your website?
Options: 0% | 1 - 10% | 11 - 30% | 31 - 50% | 51 - 100%