

Self Assessment - Website Report Card

By Experiment Zone

📖 4 pages - 5 mins read



Experiment Zone



About Experiment Zone

We help companies identify opportunities and evaluate ideas using data, so that they can improve customer experiences, improve conversion, and ultimately drive more sales.

Experiment Zone was founded by [AJ Davis](#) in 2017, on an experimentation mindset and is guided by our missions:



Bring data to life

The real power of data comes from telling the story



Find the best ideas, period

Bubble up the best ideas from every part of your business



Transparency & Trust

You'll know what we're working on and why, so you can trust the process

Would you like personalized feedback on your site and customized tips on how to raise your conversion? Book a session with one of our CRO strategists. [It's free!](#)

[Book a free consultation](#)

20 attributes to check your website performance

Use the below checklist to see how optimize your landing page is.
Check all statements that are true, then tally them up to see how well you do ...

Content above the fold

Review the section of your landing page that is visible to visitors after they land & before they begin scrolling.

- State simply and clearly what your business offers.
- Include a call-to-action which is the focal point above the fold.
- Text is legible and easy to scan to get the meaning.
- Make information underneath the hero visible, encouraging the visitor to scroll.
- Communicate what makes your business unique and why visitors should purchase from you.



20 attributes to check your website performance

Guide visitors

Direct your customers from landing page to product page(s) and convert with seamless journey.

- Use action verbs in call to actions to motivate visitors to act.
- Include CTAs in sections throughout the page, removing the need for visitors to scroll back to the top to move forward.
- Focus on customer-centric information instead of business-centric language.
- Use a sticky navigation, so visitors can easily move through the site.
- Connect focal CTAs to the action you most desire from visitor.
- Utilize logo as a direct link to the homepage.
- Utilize footer for information about your business.
- (If applicable) Localize the website if business conducted in multiple geo-locations.



Hey! It's AJ here, I'm glad you made it this far, and hope that you like what we have compiled here from many years of consulting & experimenting.

If you want more specialized feedback consider booking a free consult with our team.

[Book a free consultation](#)

Balance visuals

Enhance your page(s) with visual cues.

- Utilize stationary content to focus visitor attention.
- Be selective about text. Use short sentences or bullet points to keep the visitor from being overwhelmed.
- Utilize icons and images to help visitors visualize your offering.



Website Report Card | 3

20 attributes to check your website performance

Balance visuals

Enhance your page(s) with visual cues.

- Utilize a purposeful and consistent color palette to focus visitor attention.
- Utilize text that contrasts backgrounds, making words easy to read.
- Utilize minimal white space between page sections so visitors understand there's additional content.

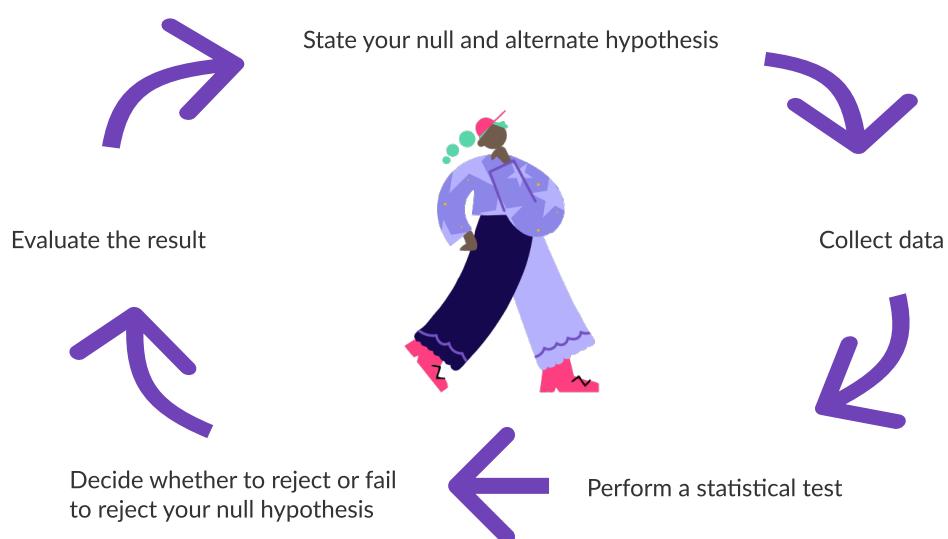
Value messaging & Social proof

Show them you are offering a great product !!

- Provide social proof through testimonials, case studies and/or reviews.

What's next?

This is just a starting point to improve your website performance, we suggest you have a look at your most concerning unchecked boxes and create some hypotheses/ solutions to overcome those challenges.



Ideally, experiments or changes should be backed by data, that's why we at [Experiment Zone](#) are here to help with what we do best, so you can improve customer experiences, increase conversion, and ultimately drive more sales.

