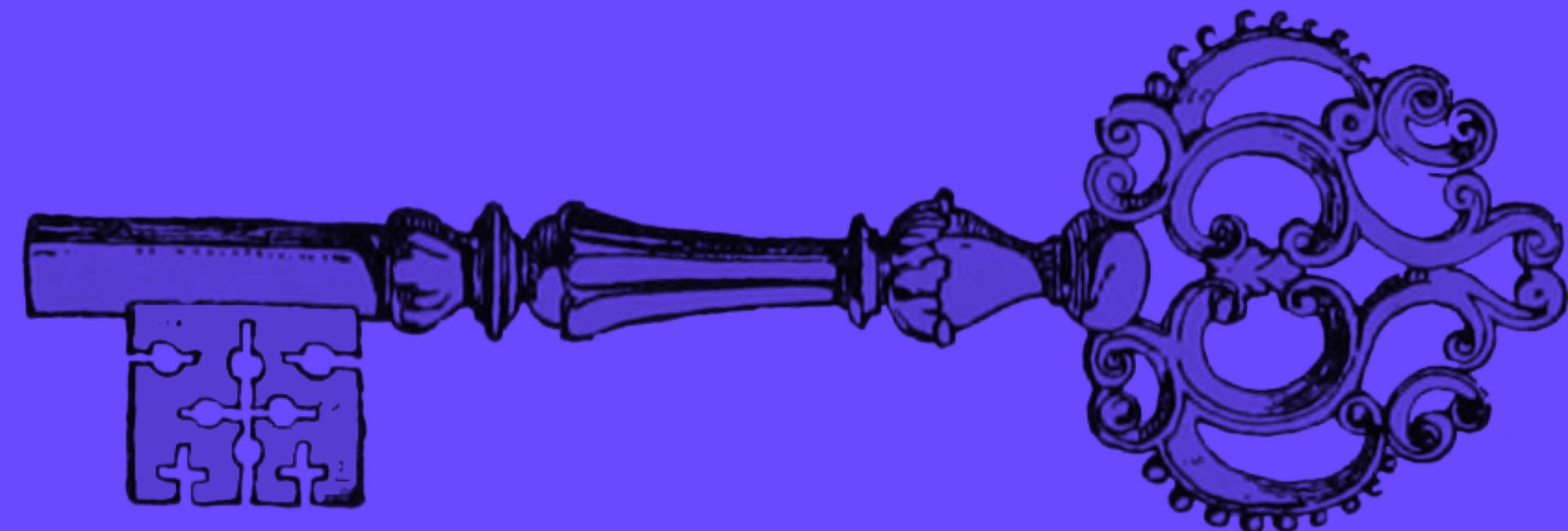
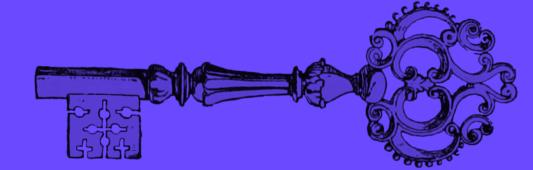




THE 7 KEYS TO A SIMPLY IRRESISTIBLE WEBSITE



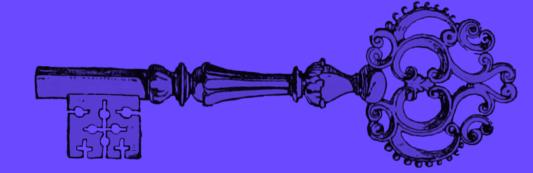


YOUR OBJECTIVES

Before you begin, identify the top objectives for your website. Many of the following keys examine how each area of your site is doing the right things to achieve your top objectives.

1. _____
2. _____
3. _____

Great! Now get your notebook and start answering the questions on the following pages. Yes, that's right, start writing! There are times when the act of writing can help you uncover even more of what's in your head, and this is one of those times.



1. BRANDING

Overall effect

- What kind of personality is coming across?
- Does this personality connect with your niche community?

Audience

- How does the site focus on a clear niche community as its audience?
- Style: Colors, Images, Icons, Typography
- How do these elements enhance your personality?
- Are these elements being used consistently?
- Is the sizing appropriate?

Tone

- What kind of story are you telling and how are you telling it?
- What voice can you practice developing?

2. OPTIMIZATION

Site and images loading

- How can the site speed score be improved?
- Are all images optimized, sized appropriately for various sizes, and have completed alt tags?

Meta, headers, keywords

- Does the information listed for these areas match the site objective?

Links

- How many links are on each page and are any broken?
- How can you increase the number of sites linking to your site?

Robots, sitemap, clean URLs, and etc

- Do you have additional SEO elements set up properly?



3. MOBILE

Responsiveness

- Does the site render well on various devices?

Touchscreen ready

- Are buttons large enough to touch?

Font sizes

- Can users read your site on different screens?

Image sizes

- Are images scaled and sized for different screen sizes and resolutions?

4. DESIGN & USABILITY

Layout

- Is the site easy for the main audience to understand and flow through?

Consistent elements

- Are styles and actions (such as fonts, links, buttons, navigation) similarly styled throughout the site?

Content hierarchies and flow

- Can you identify the main concepts and actions on each page?
- Are the main concepts tagged appropriately in the code (example: headers as h1, h2 tags)?

Call to actions

- Do users have a clear and simple method to take their next step on each page?





5. MARKETING & CONVERSION

Measuring success

- What tools are monitoring overall metrics, social networks, and specific initiatives?

Blogging

- Does the blog feel like a natural part of the website experience?

Email newsletter

- Are visitors presented with a clear and quick way to sign up for updates?
- What, if anything, is offered to entice visitors to join a mailing list?

Products and purchasing flow

- Are visitors able to quickly access and understand your offerings?
- What methods are used to make purchasing quick and easy?

6. SOCIAL

Quality over quantity

- What social sites is your business linked to?
- Are there any sites that are underperforming?

Cross-pollination

- Does your social media and website content compliment each other?
- Can followers flow back and forth between your site and social accounts?

Business listings

- What other types of site is your business linked on (such as yelp, google, business listings) that you need to maintain?

Real world activities

- How are real world activities and connections integrated into your social media content?



7. CONTENT

(website, blog, email and social media)

Relevant

- Can you identify the types of content that your audience is the most responsive to?
- What types of content are closely tied to your main topic?
- Is there anything straying too much off-topic?

Actionable

- Are followers asked to think, share, comment, try, buy or take any other actions in each post?

Consistent

- Is content shared regularly across each area?

Your secret

- What kinds of things that only you know are being shared (such as behind-the-scenes info or a how-to)?

ABOUT METAMORPHE

We're Lenny & Kat, a couple of developers who transform ideas into websites for emerging entrepreneurs.

Do more of the work that lights up your soul and we'll build the website that gives you more freedom to do just that.

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