

Website Performance Audit







For each section, score your website:

- ① = Needs significant improvement
- ② = Needs some improvement
- ③ = Meets expectations
- ④ = Strong / Best-in-class



The 3-Second Signal







Does your website communicate the essentials instantly?

- Can a first-time visitor understand what you do in under 3 seconds? 
- Does your hero section clearly state your value or purpose? 
- Is your imagery aligned with what you do (not generic or misleading)? 
- Is there a clear next step visible without scrolling? 
- Does the page feel clean, intentional, and uncluttered at first glance? 
- Does your website create trust immediately upon loading? 



The Navigation Paradox







Is it easy for visitors to find what they need, even if your company is complex?

- Is your top-level navigation simple (5-7 items max)? 
- Are labels easy to understand? 
- Can users reach your most important pages in 1-2 clicks? 
- Does your site guide people or simply hope they find their way? 
- Are there clear pathways for your primary audiences (buyers, partners, talent, etc.)? 
- Is it obvious where to go next on every page? 



The Clarity Multiplier







Is your messaging clear, concise, and skimmable?

- Is your main value proposition clearly written in one clear sentence? 
- Do your headlines help users know exactly where they are? 
- Are paragraphs short and easy to skim (1-3 lines max)? 
- Have you removed unnecessary repetition, complexity, and filler? 
- Does each page have one clear purpose, and does the content support that purpose? 
- Do visuals reinforce understanding rather than distract from it? 



The Human Test





Would a real human, scientist or not, understand what you do and why it matters?

- Is your language free from unnecessary technical jargon? 
- Can someone outside your field explain your company back to you after reading the homepage? 
- Do you speak like a human, not like a white paper? 
- Do you clearly communicate benefits as well as features? 
- Does your writing build trust or confusion? 
- Does the website feel welcoming, confident, and easy to engage with? 



Bonus Overall Experience Check

How does the website make people feel?

- Does the site create momentum, or friction? 
- Does it feel modern and trustworthy? 
- Does every page support the visitor's journey? 
- Would you enjoy using this site if you weren't part of the company? 



Total Your Score

The 3-Second Signal	● / 18
Navigation Paradox	● / 18
Clarity Multiplier	● / 18
Human Test	● / 18
Bonus	● / 12
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Total	● / 84

What does your score mean?

0-21

Needs Immediate Attention

Your website is likely creating friction, confusion, or missed opportunities. Visitors may struggle to understand what you do or how to navigate your content. Improving foundational clarity and usability will make an immediate impact.

22-42

Developing Foundation

Your website shows signs of strength but still has key gaps in clarity, navigation, or messaging. Users can likely find what they need with effort, but the experience isn't yet intuitive or compelling.

43-63

Strong But Not Optimized

Your website performs well in many areas and delivers a generally positive experience. With refinements to clarity, navigation, and user communication, you can elevate it from functional to highly effective.

64-84

High-Performing Experience

Your website is clear, trustworthy, and easy to use. Visitors likely understand your value quickly and can navigate with confidence. Continued iteration will help maintain this strong performance as your company evolves.