

➔ ARE YOU IN LOVE WITH YOUR WEBSITE? ⬅

Your website is often the first impression of your brand—so, is it love at first site or a relationship in need of serious counseling? Answer these 10 questions to see if your website is still the one or if it's time for a redesign.

1. Does your website load in 3 seconds or less?

- YES!** It's lightning fast.
- NO.** It's more of a slow burn. & not in a good way.

2. Is your branding consistent across all pages?

- YES!** Fonts, colors & messaging are totally insync.
- NOPE.** It's like a branding identity crisis.

3. Can visitors find what they need in three clicks or less?

- ABSOLUTELY!** It's smooth sailing.
- NO.** It's like a scavenger hunt with no prize at the end.

4. Does your website clearly explain what you do within 5 seconds?

- YES!** No one leaves confused.
- NOT REALLY.** We get a lot of 'So what do you guys do again?'

5. Are your calls to action (CTAs) obvious & compelling?

- YES!** They're clear, engaging, & easy to find.
- WAIT,** we have CTAs?

6. Does your website feel modern & visually appealing?

- YES!** It's sleek, stylish, & up to date.
- NO.** It's giving strong 2012 vibes.

7. Is your website bringing in quality leads or conversions?

- YES!** It's a lead-generating machine.
- NOPE.** It's just sitting there... looking pretty (or not).

8. Is your website easy for your team to update & manage?

- YES!** We can make updates in minutes.
- IN YOUR DREAMS.** We need a Supreme Court ruling & a developer just to change a word.

9. Does your website rank well on Google (SEO-friendly), Claude, Perplexity, ChatGPT, et al (AEO)?

- YES!** We show up in searches where it matters.
- NOT REALLY.** Google and AI seems to ghost us.

10. If your website were a dating profile, would it get a right swipe?

- YES!** It's attractive, engaging, & knows what it's about.
- NO.** It's confusing, outdated, & needs a serious glow-up.

➔ YOUR RESULTS ⬅

MOSTLY YES?

Congrats! You & your website are in a happy, functional relationship. Keep the spark alive with regular updates.

MOSTLY NO?

Sounds like you're overdue for a redesign. LET'S TALK ABOUT GETTING YOUR WEBSITE BACK ON TRACK.