HUSTON DESIGN

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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    - ❍ **NO.** It's confusing, outdated, & needs a serious glow-up.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.

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