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Date:	2/3/2015
Found Us? :	Webinar
Others On Call:	

Section 1: Engagement (20 Points)

Element	Description	Max Score	Your Score
Professional/Attractive	Site should look nice; attractive; professional; modern	5	4
Search Match	Prospect can tell immediately that the site contains information on what they were looking for	5	2
Ease of Navigation	Should be easy to find important elements with minimal effort, especially products and social proof	5	2
Headline Funnel	Viewer's eyes quickly and easily routed to the most important things in the right order; readability is enhanced	5	2
Negatives	Subtract points for <input type="checkbox"/> Keyword stuffing, <input type="checkbox"/> Overuse of engagement tools, or <input type="checkbox"/> Over-conspicuous use of discounts/specials/promotion	-25	-5
Section Total		20	5

Section 2: Identity & Evidence (40 Points)

Element	Description	Max Score	Your Score
Home Page	Reader can instantly & definitively comprehend/determine main reasons they should choose you and what to expect when doing business with you	10	4
P - P - P	Images, headlines, and language communicate the identity with power, precision, and passion.	10	2

Evidence	Proof for the claims you make in your identity is readily available and easy to navigate to; complete arguments are apparent and accessible on site	5	1
Product Pages	Clear Identity for each product or service; instantly & clearly shows how product is different/better, why you choose to sell this product/service, etc.	10	2
Product Evidence	Product claims are backed up with easy-to-find and easy-to-read information	5	4
Section Total		40	13

Section 3: Social Proof & Other Elements (40Points)

Element	Description	Max Score	Your Score
Online Reviews	Present and populated; recently added reviews; real people; clear explanation of reviews	10	2
Photo Galleries	Photos from at least 10 jobs with descriptions	5	1
Other Social Proof	Awards, BBB, Contractor Standards, Associations, etc.	10	0
FAQ Pages	For company and products; avoid generic questions; highlight Identity points	5	0
About Us Page	Humanizes company; tells story; augments/supports Identity	5	4
Bedside Manor	Evidence and description of: no/low sales pressure, communication, warranties, etc.	5	2
Section Total		40	9
Website Total		100	27

Section 4: Plusses or Minuses

Element	Description	Max Score	Your Score
Plusses	Any plusses go here		

Minuses	Any minuses go here	
	Section Total	0
	Grand Total	27

Identity Summary Notes/Comments: