Conducting a Website Assessment

Your website is a salesperson, 24/7/365. Not an "in your face" pushy salesperson, but one who builds long-term relationships that serve customers and grow your business. Your site should be easy to use, easy to understand, and easy to navigate for visitors.

Not sure how to do this? The first step is assessing how well your site is working for what your visitor needs. Use this simple three-step approach to identify what your visitors want and how well your site meets their needs.

1. CONDUCT A SELF ASSESSMENT

Identify the different types of people who visit the site:
Examples: Clients, potential clients, partners, vendors, users, potential employees, employees, etc.

Identify their purpose for visiting the site:
Examples: to get information, to buy something, to be entertained, to join a community, to apply for a job, etc.

For each visitor type and purpose, give your assessment of the site:

Visitor Description	Visitor's Purpose	How easy do you think it is to accomplish the visitor's purpose? *(very easy, somewhat easy, not at all easy)*

2. GAIN VISITOR FEEDBACK

Ask the following questions to a few people from each Visitor Type:

1. What are you trying to accomplish when you visit the site?
2. How well does the site help you accomplish what you want?
3. What makes it easy?
4. What makes it hard?
5. What do you wish the site had that it doesn't?

3. ACT ON IT

After talking to people from each Visitor Type:

1. Document the feedback for each visitor type
2. Prioritize the most impactful changes (especially ones that could help many types of visitors)
3. Make a plan to implement the changes that will have the biggest impact