

A. OBJECTIVES					
1	Please rank your website objectives in the order of most important to least important.				
a	Inform (increase brand awareness, inform on new products or services)			Use '1' to designate MOST important and '5' to designate least important. If there is another relevant key objective, please add this objective to the list at item 'vi'.	
b	Educate (on matters related to your sector)				
c	Engage (enhance visitor engagement, expand social communities)				
d	Sell (increase lead generation, increase sales transactions)				
e	Support (improve sales support, improve customer service)				
f	Other				
2	Who is the target audience for your website?				
a	Large enterprises (B2B)			Use '1' to designate MOST important and '3' to designate least important. If there is another relevant target audience, please add this target audience to the list at item 'iv'.	
b	Small & medium-sized business (B2B)				
c	End user (B2C)				
d	Other				
3	Describe your target audience. Include who they are and what they want.				
4	What do you want visitors to do on your website?				
a	Contact company for more information			Place an 'x' next to all options that apply. If there is another relevant action, please add this action to the list at item 'iiv'.	
b	Provide contact details for follow-up				
c	Download document				
d	Sign-up for newsletter				
e	Buy product/service online				
f	Follow on social media channels				
g	Other				
	Additional Comments				
B. MESSAGING					
		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Can a visitor to your website determine who you are, what you do and how to contact you in 5 seconds?				
2	Is your value proposition at the top of your home page?				
3	Does your website feature credibility boosters like accreditations, testimonials, affiliations, awards or 3rd-party mentions?				

4	Does your website feature a blog or articles where you can demonstrate expertise?				
5	Does your website feature client success stories (e.g. a portfolio)?				
6	Does your website present current, newsworthy information to demonstrate that it is up to date?				
7	Does your website differentiate itself from competitors in unique ways? If yes, please describe in comments.				
Additional Comments					

C. ENGAGEMENT

		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Are your contact details easy to find?				
2	Is there a 'call to action' on the homepage?				
3	Is the 'call to action' well contrasted with straightforward text?				
4	Are there no more than 3 steps to conversion?				
5	Do you have social media buttons to facilitate the sharing of content?				
6	Does your website content and social media content support each other?				
7	Does your website feature interactive content like a chat or form?				
Additional Comments					

D. QUALITY OF LANGUAGE

		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS	
1	Has your website been professionally translated?					
2	Is your website free from spelling or grammar mistakes?					
		VERY HIGH	HIGH	NEITHER HIGH NOR LOW	LOW	VERY LOW
3	How would you rate the quality of the language?					
Additional Comments						

A. DESIGN					
		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Is there a good balance between text, images and white space?				
2	Is there good contrast between text and background colours?				
3	Does your website adhere to corporate brand standards (e.g. colour, font type, style)?				
4	Does your website reflect the 'personality' of your company?				
5	Does the home page feature a central visual, either image, animation or video, that drives the visitor's focus?				
6	Is the colour scheme consistent throughout the site?				
7	Is the colour scheme limited to 3 or 4 colours?				
8	Is the typography clear and easy to read?				
9	Does your website feature no more than 2 font families?				
10	Are in-text hyperlinks easy to identify?				
11	Are images attention grabbing and sharp?				
12	Have all the images been optimized?				
13	Are videos 'click-to-play'?				
14	Are all the pages visually consistent?				
Additional Comments					
B. TECHNICAL					
		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Is your website responsive?				
2	Does your website work in all main browsers?				
3	Is there a presite landing or 'loading' page?				
4	Does your website load in under 4 seconds?				
5	Is navigation straightforward and easy to understand?				
6	Is your main menu limited to 5-6 top-level categories?				

7	Can you get to anywhere on the site in 3 clicks and under?				
8	Does your website feature response mouse-overs?				
9	Do all the links work?				
10	Does your website feature a search bar at the top or bottom of the home page?				
11	Does the search function produce useful results?				
12	Has your website been search engine optimized?				
13	Are you ranking in Google?				

Additional Comments

C. MONITORING & EVALUATION

		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Are you tracking conversions?				
2	Can you easily monitor website analytics (i.e. via Google Analytics)?				

Additional Comments

D. OTHER

		YES	NO	YES, BUT NEEDS IMPROVEMENT	COMMENTS
1	Does your website adhere to accessibility standards?				
2	Is your website (as a whole) updated on an annual basis?				

Additional Comments