



STORYBRAND WEBSITE CHECKLIST: DOES YOUR WEBSITE PASS THE TEST?

HEADER	YES	NO
Is it clear what you are selling?	<input type="checkbox"/>	<input type="checkbox"/>
Is it clear how your product or service will benefit your customer?	<input type="checkbox"/>	<input type="checkbox"/>
Is your website easy to navigate?	<input type="checkbox"/>	<input type="checkbox"/>
Do your images show aspirational outcomes (smiling, happy people)?	<input type="checkbox"/>	<input type="checkbox"/>
Do your images show your authentic nature and what working with you will be like?	<input type="checkbox"/>	<input type="checkbox"/>
Is it obvious how to get started with your company?	<input type="checkbox"/>	<input type="checkbox"/>

CALL TO ACTION	YES	NO
Is your Call-To-Action (CTA) obvious?	<input type="checkbox"/>	<input type="checkbox"/>
Do your CTAs appear in multiple obvious places on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Have you included an intermediate CTA for customers not ready to meet yet?	<input type="checkbox"/>	<input type="checkbox"/>

VALUE PROPOSITION	YES	NO
Do you talk about the benefits of your product or service?	<input type="checkbox"/>	<input type="checkbox"/>
Have you included icons or symbols?	<input type="checkbox"/>	<input type="checkbox"/>
Is your text easy to read and scan over?	<input type="checkbox"/>	<input type="checkbox"/>
Do you define what success will look like for your customer?	<input type="checkbox"/>	<input type="checkbox"/>



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1,2,3 PLAN

YES

NO

Have you provided three simple steps for your customer to do business with you?	<input type="checkbox"/>	<input type="checkbox"/>
Is your plan of action for your customer clear?	<input type="checkbox"/>	<input type="checkbox"/>
Could your customer easily explain it to someone else?	<input type="checkbox"/>	<input type="checkbox"/>

LOSS AVOIDANCE

YES

NO

Have you presented what the risk of not working with you might look like?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a sense of urgency on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Do you feature concise summaries of your product or service?	<input type="checkbox"/>	<input type="checkbox"/>

FOOTER

YES

NO

Is your main navigation crowded with links?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a clear and obvious way to contact you?	<input type="checkbox"/>	<input type="checkbox"/>

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