



OPTIMIZE YOUR WEB PRESENCE FOR MAXIMUM BRAND IMPACT

INTERACTIVE GUIDEBOOK



Introduction

Why do I need a website?

My company, _____, uses our website to:

In the future, I think we could also use our website to:

Our website URL: _____

Which of the following does the website do well today? Check all that apply.

- Communicates what we do
- Communicates who we are
- Gives visitors a strong call to action

Optimizing our website

Looking at our website audit, I am committed to making these simple fixes:

1.

2.

3.

Increasing conversions on our website

Our website calls to action today are:

3 ways we could change our CTAs or forms to increase conversions are:

1.

2.

3.

Improving the experience of using our website

3 things we could do to improve the UX of our site are:

1.

2.

3.
