



## **WEBSITE**

Workout Plan



# Website Workout Plan

If your current website is more than two years old there is a good chance you are disappointing visitors and missing out on sales opportunities.

You can change that by objectively assessing your website. Start with an evaluation from the viewpoint of prospective customers and search engines.

Then build a plan to fill the gaps, creating a website which attracts and welcomes visitors, answers their questions and helps move them along to path to becoming a customer.

## LET'S GET STARTED

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# AUDIT YOUR DESIGN

When was your last major redesign? \_\_\_\_\_

Is your site mobile responsive? \_\_\_\_\_

## HIERARCHY AND NAVIGATION

What do you want visitors to do when they arrive?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Are there clear, obvious calls to action for each of the above? \_\_\_\_\_

What information are they most likely to need

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Is the information easy to find? \_\_\_\_\_

## NOTES

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# AUDIT YOUR CONTENT

## IS YOUR CONTENT:

- Stale     Fresh     You Centered     Complex     Simple  
 Shallow     Deep     Customer Centered     Informative     Sales Focused

List three pages which need content improvement and what needs to be enhanced or changed

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## PRIMARY CALL TO ACTION

Brainstorm two alternative opening statements

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

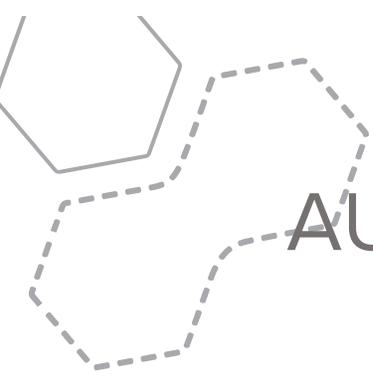
## SIDEBARS

What information is contained in your sidebar, and why is it there?

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# AUDIT YOUR CONVERSION

## Do CTA'S MATCH CUSTOMER JOURNEY?

Which pages and resources support each phase?

1. Discovery

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2. Education

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3. Trust

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4. Conversion

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5. Advocacy

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Does every page have a logical next step? \_\_\_\_\_

## LEAD MAGNETS

Brainstorm potential lead magnets

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## LANDING PAGE

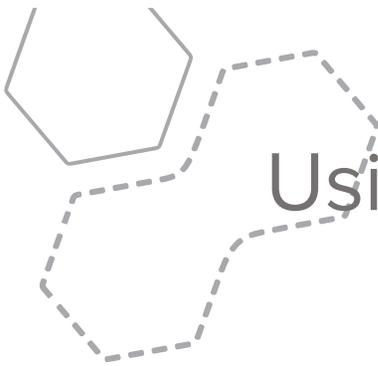
- |   |                          |     |                          |    |
|---|--------------------------|-----|--------------------------|----|
| Is there a single clear purpose           | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Is there limited navigation               | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Is the initial CTA above the fold         | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Do you offer supplemental reasons to buy? | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Do you use directional clues              | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Is there an immediate and clear payoff    | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |

## SUBMISSION FORM

What information do you absolutely need?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

- |   |                          |     |                          |    |
|---|--------------------------|-----|--------------------------|----|
| Is it easy to fill out on mobile        | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Does it have limited input fields       | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Have the initial CTA above the fold     | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Offer supplemental reasons to buy?      | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Use directional clues                   | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Have an immediate and clear payoff      | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Do you have a follow up email in place? | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |



# Using Google Analytics

## ACQUISITION ANALYSIS

Compared to last year is traffic increasing or decreasing? Is it across the board or just certain sources?

- |                  |                          |            |                          |            |
|------------------|--------------------------|------------|--------------------------|------------|
| Overall Traffic  | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Direct Traffic   | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Organic Traffic  | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Social Traffic   | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Referral Traffic | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Email Traffic    | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |
| Paid Traffic     | <input type="checkbox"/> | Increasing | <input type="checkbox"/> | Decreasing |

What is your primary traffic source? \_\_\_\_\_

Brainstorm three ideas to increase traffic from one or more sources

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## NOTES

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## BEHAVIOR ANALYSIS

Find your top three entry (landing) pages.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Does each one have a clear next step?  YES  NO

Most popular pages

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Does each one have a clear next step?  YES  NO

Find your three most common exit pages.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Why do people leave after they come to this page? Is there a way to encourage them to stay?

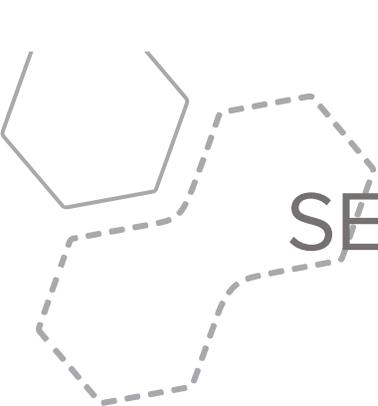
\_\_\_\_\_

How many pages does the average visitor view? \_\_\_\_\_

What will you do to improve page views? \_\_\_\_\_

Brainstorm ideas for new pages, or enhancements to encourage people to stay longer.

1. \_\_\_\_\_
2. \_\_\_\_\_



# SEO BASICS

Brainstorm a list of 10 keywords which customers are likely to use to find a business like yours:

1. \_\_\_\_\_

6. \_\_\_\_\_

2. \_\_\_\_\_

7. \_\_\_\_\_

3. \_\_\_\_\_

8. \_\_\_\_\_

4. \_\_\_\_\_

9. \_\_\_\_\_

5. \_\_\_\_\_

10. \_\_\_\_\_

How often do these **exact words** appear on your top pages?

\_\_\_\_\_

## SEO PAGE AUDIT

Eventually you will need to do this exercise for every page on your website.

**PAGE TITLE** \_\_\_\_\_

Contains key words  YES  NO

Key words at the beginning of the title  YES  NO

Is unique  YES  NO

50 – 60 characters in length  YES  NO

Matches page content  YES  NO

## META DESCRIPTION

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Contains key words	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Key words at the beginning of text	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Is interesting to humans also	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
150-160 characters in length	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Matches page content	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO

## PERMALINK

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Contains key words	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Key words at the beginning	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Contains &, ?, !, _ or capital letters	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO

## CONTENT

Word count above 500	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Is there one primary key word	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Key word density 1% – 3%	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Natural language	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Incorporates variations of key word	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Unique information on page	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
Images well labeled	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO

## LINKS

- |                              |                          |     |                          |    |
|------------------------------|--------------------------|-----|--------------------------|----|
| One internal link            | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| One external link            | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| One inbound link             | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Use keywords for anchor text | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |

## LOCAL SEO

Is your website optimized for local search?

- Is address information consistent on each page?  YES  NO
- Do you mention your geographic area in your copy?  YES  NO

## NOTES

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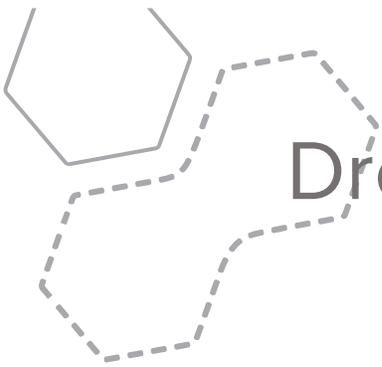
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# Dream Big

Websites in your industry with interesting elements

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

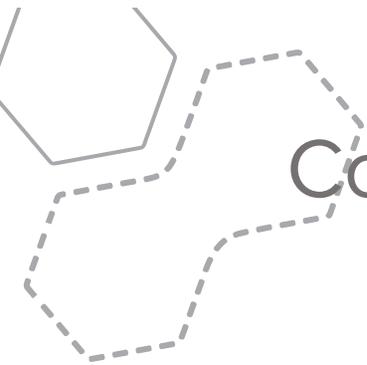
Unrelated websites with interesting elements

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## WISH LIST

Features your next website must include:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
- 5.** \_\_\_\_\_



# Collect Your Assets

## WHAT ARE YOUR BRAND GUIDELINES?

Do you have logo files in the following formats:

AI       EPS       TIFF       PNG       JPEG       OTHER \_\_\_\_\_

Do you have specific brand fonts?       YES       NO

List fonts:

\_\_\_\_\_

\_\_\_\_\_

Do you have specific brand colors?       YES       NO

List colors below:

Color	Pantone	RGB	HEX

## DOMAIN, HOSTING AND ANALYTICS

Have you purchased your domain?

Yes

No

Where is it registered

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Username for domain account:

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Password for domain account:

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Have you purchased website hosting?

Yes

No

Hosting provider

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Username for hosting account:

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Password for hosting account:

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Website login name

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Website password

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Do you have Google Analytics Set up for your current website?

Yes

No

Google analytics login email

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Google analytics password

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