



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



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

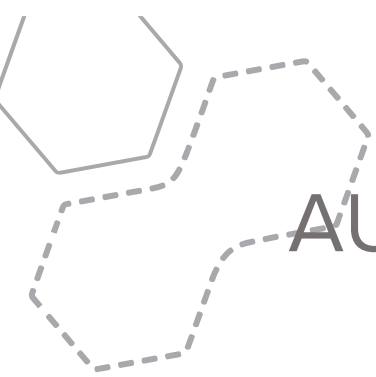
Brainstorm two alternative opening statements

1. _____

2. _____

SIDEBARS

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



AUDIT YOUR CONVERSION

Do CTA'S MATCH CUSTOMER JOURNEY?

Which pages and resources support each phase?

1. Discovery

2. Education

3. Trust

4. Conversion

5. Advocacy

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

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

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

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

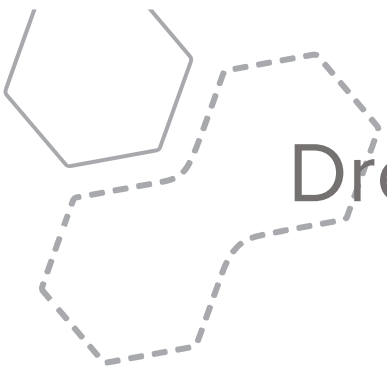
- | | | |
|------------------------------|------------------------------|-----------------------------|
| One internal link | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| One external link | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| One inbound link | <input type="checkbox"/> 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



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

Username for domain account:

Password for domain account:

Have you purchased website hosting?

☐ Yes

☐ No

Hosting provider

Username for hosting account:

Password for hosting account:

Website login name

Website password

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

☐ Yes

☐ No

Google analytics login email

Google analytics password

EMAIL AND SOCIAL MEDIA ACCOUNTS

Do you use an email marketing tool?

☐ Yes

☐ No

Which tool?

Username for email account:

Password for email account:

Facebook Page

Facebook Credentials

LinkedIn

LinkedIn Credentials

Twitter

Twitter Credentials

Google My Business

Google My Business Credentials.

Other

Other Credentials