

# Fast Five-Point Website Performance Review Checklist

Your website performance depends on a sequence of action to get you suitable enquiries.

**What you want is:**

**Do you succeed?**

## **Best visibility in search engine results**

Almost 96% of all people use a search engine to get initial guidance. But most (97%) searchers <u>only</u> use Google's first page of results. Are you visible on that page?	
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## **Most attractive invitation to visit your website**

Your search results display is a critical influence on the decision to visit your website. Does your mini-advert explicitly and warmly invite people to visit your website?	
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## **Warmest immediate welcome to keep visitors**

Arriving on your website, people gauge your user-friendliness within 10 seconds. If put off, they will check out your competitors. Do you immediately welcome them?	
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## **Best relevance to develop rapport with your firm**

People want to know if they can develop a rapport with your firm. Can they trust you and will you help them? Do you provide clear messages to answer those questions?	
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## **Most Ideal Prospects actually clicking or calling you**

People want instant action these days, so they want to contact you as soon as they feel OK about the idea. Is your 'Call To Action' obvious, reassuring and easy-to-use?	
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*(You could include these questions in a client satisfaction survey to learn what clients found useful.)*

Many factors go into tuning these five steps and all must perform effectively to get you best results.

- **Focus** – Does it easily give people the information they expect from your site description?
- **User-Friendliness** – Is it simple, clean, intuitive and reliable?
- **Technical Quality** – Does it download fast and does everything work as it should?
- **Readability** – Is it written in Plain English: clear, brief, jargon-free, and easy-to-read?
- **Relevance** – Is it relevant to their emotional concerns so they feel understood?
- **Nudges** – Do you use gentle psychology to optimise for the human choices you want?

All these issues are assessed in our free, no-commitment Five-Point Assessment. We will show you the opportunities you have to help visitors want to become your client. **Book yours here, now.**