

FREE WEB CHECK

The Covid-19 pandemic has changed consumer buying behaviour. Lockdowns have seen internet traffic surge and online transactions increase significantly. As a result, websites have become a critical asset for a business. Is your website up to the task? This simple checklist was prepared by idResults to help evaluate the effectiveness of your current website.

1. Has your website changed within the last 3 years? **YES NO**

Web design and functionality have changed significantly in the last 3 years. If your site has not changed during this time, then it may have been surpassed by competitors and could even be damaging the future of your business.

2. Does your website have a WOW factor? **YES NO**

Does your Home Page capture and hold the attention of visitors for more than 30 seconds?

3. Does your website reflect the elements of contemporary design? **YES NO**

High quality up-to-date images, embedded videos, animated graphics, responsive forms are elements of modern web design.

4. Does your website reduce the administrative burden of your business? **YES NO**

Does your website perform tasks or functions that improve the efficiency of your business? E.g., allow clients to make and change appointments; accept online payments; gather information that is needed?

5. Does your website set you apart from the competition? **YES NO**

Does your site reflect your professional branding, stand out from the crowd and communicate your key points of difference?

6. Does your website make a positive contribution to the lives of your clients? **YES NO**

Does your site include location maps, and advice on public transport and parking? Does it feature online Forms that reduce waiting times or provide access to valuable information that is of benefit to customers.

7. Is your website legally compliant? **YES NO**

Does your site feature notifications regarding cookies, a published privacy policy and include terms and conditions that are consistent with the Trade Practices Act?

8. Does your website appear high up in search results? **YES NO**

Have the important measures for SEO (Search Engine Optimisation) been addressed with your website?

This list of eight questions allows you to evaluate your website against a set of criteria that underpin today's top performing sites. If you have answered No to any of these, then it is more than likely that your website is not delivering. It suggests your website may have passed its use-by-date and could even be damaging your business.

For an obligation free and confidential discussion about your website needs, please call **idResults** on 0419 491 485 or email us at info@idresults.com.au.