

FREE WEB CHECK

With Covid-19 lockdowns, internet traffic surged, and online sales have accelerated as consumer buying behaviour changed. As a result, websites have become a critical factor for business success. To help evaluate the effectiveness of your current website, **idResults** prepared this simple checklist.

1. Has you changed your website 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 that connects with your target market? **YES** **NO**

Does your Home Page capture attention and make a positive and professional impression within 15 to 30 seconds?

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

Does your site feature striking images, videos, sharp photography, modern graphics, and animations?

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

Is your site integrated into your business to allow clients to make and change appointments as well as make payments? Does it gather the information needed to prepare a quote efficiently and accurately?

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

Does your site draw attention to your key points of difference and reflect your professional branding?

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

Does your site provide directional 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 in search results? **YES** **NO**

Have measures been taken to address the SEO (Search Engine Optimisation) of your website?

If you have answered NO to any of these 8 questions, then your website has most likely past it's use-by-date and you may be at a competitive disadvantage.

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