

The 'Ugly Website' Test

(a \$195 value)

by WeFixUglyWebsites.com

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Whether you want to generate more leads, sales, or phone calls from prospective new client or customer, thanks to our 'Ugly Website' test, you can easily analyze your website and see exactly what you need to do to improve your site to reach your goals.

INSTRUCTIONS:

Print the test, grab a pen and go to your website.

Okay, now that you're ready let's grade your site to see how it does. All you need to do is circle your answer ('Y' for Yes, 'N' for No) to each question.

1. Are you currently using Audio(s) on your website? Y / N
2. Are you currently using Video(s) on your website? Y / N
3. Do you have your corporate logo or a professional picture of yourself on your website? Y / N
4. Do you offer a coupon or other type of incentive on your website in order to encourage people to become customers? Y / N
5. On your website, do you ask for your prospects/customers email address for follow-up? Y / N
6. Do you offer anything in exchange for their email address? Y / N
7. Do you send out a regular email or e-zine to your customers? Y / N
8. Is your phone number prominent and easy to find? Y / N
9. Do you have your hours of operation on your website? Y / N
10. Do you have easy to understand driving directions to your store? Y / N
11. Do you have a Google or Yahoo maps image on your site? Y / N
12. Can people become "fans" of your business and follow you via social media links (Facebook, Twitter, MySpace, etc...)? Y / N
13. Do you have/use any testimonials or customer satisfaction letters? Y / N

14. Does your site load quickly (I.e. under 2 seconds)? Y/N
15. Do you have a memorable web address for your business (E.I. www.WeFixUglyWebsites)? Y / N
16. Is it easily apparent what you are selling when a prospective customer visits your site? Y / N
17. Do you have your information broken into short, easy to swallow sections? Y / N
18. Is your site easy to navigate? Y / N
19. Do you make good use of color as a directional tool? Y / N
20. Are the graphics and images on your site complimentary and helpful to enhancing your core message? Y / N
21. When you Google your business 'type' (I.E Plumber, Electrician, etc) is your website displayed at least 3 times on the Search Results? *(This test also applies to Bing, Yahoo and other popular search engines.)* Y / N
22. Do you know how many hits you get a day? Y / N
23. Do you know how many sales are being generated by your site on a daily average? Y / N

Scoring:

For each 'Y' circled, score 1 point.

Total Points Scored:

(write your score here)

Results:

0 to 12 points

- **YOWZA!** Let me guess, either you're just getting started online or you unwittingly took bad advice from a well-meaning person or source.

Whatever the case may be, please don't get frustrated or depressed because the good news is there's quite a lot that can be done to help you turn your website into a

profit center for your business. I strongly recommend you call our office today to schedule a free consultation and strategy session to see how we can help you.

13 to 18 points

- **PASSABLE.** You're off to a terrific start; however, in order for you to take your business to the next level a number of things must be done to ensure your continued success. Give us a call today to schedule a free consultation and strategy session.

19+ points

- **PERFECT!** Unless you cheated, your website should be churning out the profits. However, there may still be a few fine tweaks we can do to improve your sales even further. Give us a call for a free consultation today and let's see if we can help you crank it up a notch with your site!

For help with your website, call our office today at 1-888-444-9334 and schedule a complimentary consultation and online marketing strategy session.
Consultations subject to availability.