

7-POINT HOMEPAGE AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Top Section	The headline/sub-headline, supporting imagery, and call to action immediately and clearly answer the questions: Who is this for? What problem does it solve? What do I need to do next?	The copy and imagery are engaging, but the visitor must scroll a bit before they truly understand the problem being solved and the exact market being served.	The copy and imagery are vague to both the solution and the market, and there is no obvious call to action above the fold.	The copy and imagery provide no immediate details about the problem the product/service solves, nor is it obvious who the product/service serves.	
Imagery	Main image positions the customer as the hero and clearly demonstrates the ideal "After" of the target market. All additional images support the themes and messages in the sale copy.	Images demonstrate the product or service in action, but they do not clearly illustrate the ideal "After" of the target market.	Images are visibly pleasing, but they distract from the core messages, either because they are unrelated or they negatively impact readability.	Images are crude and unprofessional, and they represent the product/service vaguely and/or inaccurately.	
Top Menu	The company logo is visible, navigation is limited to the bare essentials, and the primary call to action holds a prominent position on the top-right of the page.	The company logo and primary call to action is visible, but the navigation contains one or more non-essential elements.	The navigation is cluttered, leaving no room for a call to action.	The navigation is very cluttered and confusing with no calls to action or indicators of what the visitor should do next.	
Call To Action	The page maintains a consistent primary and secondary call to action and repeats these CTAs at least 3 times on the page (Top Menu, Above the Fold, Below the Fold). CTA copy is clear and compelling, and the visitor knows the EXACT action they need to take (ex. Click a button, fill out a form, call a number, etc.) to progress to the next step.	The page contains at least 2 clear and specific calls to action, 1 above and 1 below the fold.	A call to action is present, but the action and/or next step is vague. (e.g. a button that says "Order Now" that doesn't give the necessary pricing or offer details, or a registration form that doesn't clarify exactly what you are registering for or what will happen next.)	There is no direct call to action on the page. The visitor is generally left wondering what they should do next.	
The Body	Text, images, and video clearly and succinctly expand on HOW the product/service works, WHO will benefit, and WHAT the visitor needs to do next. The sections are clearly labeled, and the copy is compelling and persuasive.	Text, images, and video explain the features of the product/service, but those features are not clearly connected to specific benefits or the promised idea "After" state.	Text, images, and video are all company-centric (i.e. they position the company as the hero), and fail to connect with the challenges the visitor is experiencing and how the product/service can solve those specific challenges.	The body is missing entirely or is completely disjointed from the promises and offer made at the top of the page.	
Trust	Impressive logos from existing customers are featured prominently on the page, and additional customer stories and quotes are either visible or immediately accessible from the home page.	Logos and testimonials are visible, but there are no links to any specific customer stories or case studies featuring known avatars.	Logos are visible, but there are no quotes or stories from actual customers.	No customer logos, customer quotes, or customer stories are visible or accessible from the page.	
Footer	In addition to all important and essential information (i.e. expanded navigation, physical address, links to Contact Us, Terms of Service, Privacy Policy, etc.), the footer also serves as a resource directory for flagship product and case studies.	All important and essential information (i.e. expanded navigation, physical address, links to Contact Us, Terms of Service, Privacy Policy, etc.) are visible, but the layout is cluttered and detracts a bit from the overall design of the page.	Only the essential information (physical address, links to Contact Us, Terms of Service, Privacy Policy, etc.) is visible, and there are no additional resources or value to be found in the footer.	The footer is lacking essential information or is missing entirely from the page	

Action Items

Final Score	
--------------------	--

Your Name:

--