



BEACON AGENCY

# WEBSITE REVIEW

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2020 // QUESTIONNAIRE

## Before You Start

Thank you for downloading our questionnaire! We hope you find it as useful as we do. If you have any questions or would like us to help you conduct the review, please get in touch either through the chat function on our website or emailing [hello@beaconagency.co.uk](mailto:hello@beaconagency.co.uk)

It's always useful to conduct a review of your website to ensure that it is the best it can be. It is your company's Shop Window and usually one of the first interactions with brand new customers. Not only should your website help you showcase your company, it should help you convert customers, support them and help support or streamline communication processes.

Some Top Tips when preparing a review and thinking about a new design

- **Know what you like** It's hard sometime to put into words what you're looking for so it's always good taking a look at what's out there and creating a mood board of images AND functionality you like in other websites.  
We recommend <https://www.awwwards.com/> as a good place to start.  
However, while knowing what competitors' websites are like is useful, be careful spending too much time on them as it can be easy to become too influenced by one source.
- **Canvas far and wide** Ultimately, you'll be making the detailed decisions but as a lot of departments/stakeholders interact with the website it's always good to ask them if there is anything that might help them in a new site. For example, with one of our clients during a review day at their offices we asked their finance team, and it was discovered the team were performing a very arduous manual task onboarding new customers. We immediately highlighted this as something we could easily fix through the website to set up an automated procedure, saving the finance team lots of time and making the whole company more unified.
- **Keep topline Goals and Objectives in mind** Before you start, write down your goals and objectives for your website and how they fit in with your overall business strategy. Keep this in mind when filling out the questionnaire.

## Branding (who you are as a company)

1. **Message:** Is your brand message clear?

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2. **Consistency:** Is your brand being represented consistently throughout the site? Is it consistent with other marketing material you have?

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3. **Logo:** Is your logo high quality and is it prominently placed on each page?

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4. **Imagery:** Does your imagery represent you and your brand accurately? Is it in line with your values? Brand values are really important when it comes to differentiating yourself from your competitors.

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**5.Color Scheme:** Do you have a solid colour scheme, and does it connect with your brand guidelines?

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**6.Tag Lines:** Are you using powerful tag lines that engage your customers and relate to what they need?

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**7.Calls to Action:** Are these prominently placed on your home page and on your subpages?

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## Typography

**1. Headlines:** Are you currently utilising H1, H2, H3 headlines that are vital to your SEO and information hierarchy?

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**2.Font:** Are your fonts readable and appropriate for your company attitude? Are your fonts consistant with you brand guidelines?

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**3.Size:** Is the size of all of your headline and paragraph text legible and visually pleasing?

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## Layout

**1.Layout Width:** Does your layout meet the current standard width?

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**2.Modern:** Is your layout clean, easy to read and navigate? Does it look fresh?

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**3.Organization:** Is your content (and the sections they are in) well organized within the layout?  
Is it easy for potential customers to find what they need quickly?

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**4.Home Page:** Do you feature your most important content, and can your users get a real sense of who you are just by looking at the home page?

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**5. Sub Pages:** Do your subpages have consistent layouts, and is it easy to find pages that are deeper in your site?

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**6. Footer:** Do you have your contact information, repetition of your main navigation menu, and more detailed information on your footer?

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**7.Navigation:** Is it easy to find your main landing pages and subpages when you are on any given page of your site?

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## Interactive Elements

**1.Main & Side Menus:** Do you have an obvious rollover effect or different link colour when your mouse hovers over any of your menu items to indicate that it is indeed a link?

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**2.Show/Hide Features:** Do you utilise show/hide or expandable menus to minimize the look of very long content?

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**3.Buttons:** Do you utilise buttons to help guide users through your site?

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**4. Calls to Action:** Do you have effective Calls to Action on your site directing the user to take the action you want them to?

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**5. Anything Clickable:** Are all items that are clickable, including images, links, buttons, etc. made obvious to the user that they can click them?

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**6.Social Icons:** Are you utilising social media icons on either your header or footer? Do they link through correctly?

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## Sales Generation and SEO

1. **Quality of Copy:** Is the copy on the site relevant and kept up to date?

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2. **Keywords** Do you know your keywords and are they included across the site?

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3. **Contact** How can customers contact you? What additional functionality could make it easier for them? Have you considered a chat functionality?

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4. **Customer Journey post website** How does this customer contact process work? could you improve the functionality? Does the website connect directly to your CRM system?

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## Mobile and Responsiveness

The accuracy of your mobile review is very dependent on the different types of devices you use to test (both tablet and smart phones).

1. **How Does it work across mobile and tablet?** (try against multiple browsers)

Check scale and stacking problems- are the fonts too small? Does pinch and zoom work on required pages?

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**2.How does it work across different browsers?**

Internet Explorer.....

Google Chrome.....

Firefox.....

Safari.....

**Analytics and Calculating ROI**

**1.Do you have any analytics set up on the website?**

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**2.What Metrics are you hoping to report on? Do you need to link it to social media? Are you looking to track conversions etc.**

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We hope you've found this exercise useful in identifying strengths and weaknesses in your website. If you'd like to discuss how to take the next steps to improvement then please get in touch: [Hello@beaconagency.co.uk](mailto:Hello@beaconagency.co.uk)

