Website Evaluation

Evaluating a website will help you determine areas that need improvement. Evaluating your competitor's sites as well as other sites will help you identify certain improvements to test on your own site. When evaluating a website, here are the key areas to look at.
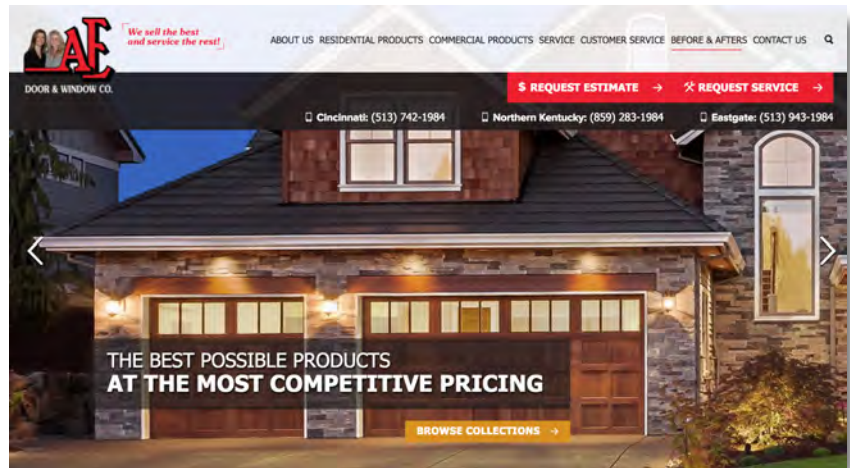
Content

- ☐ Category is obvious
- ☐ Purpose is obvious
- ☐ Relevant to audience
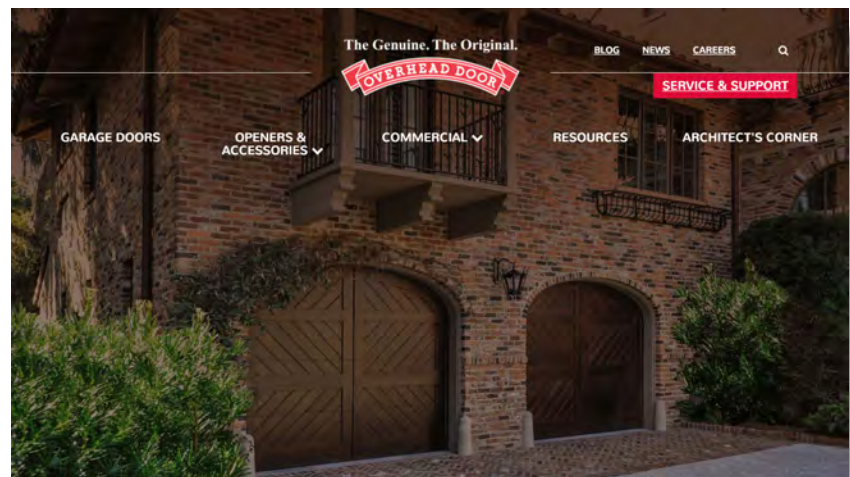- ☐ Concise but useful

Design

- ☐ Clear call to action
- ☐ Key information is easy to find
- ☐ Consistent with brand
- ☐ Style consistent with audience
- ☐ Engaging visuals

Technical

- ☐ Site speed/load time
- ☐ All links work
- ☐ Mobile friendly
- ☐ Secure (https)
- ☐ SEO

Site 1

Site 2