



# WEBSITE FUNDAMENTALS REVIEW



## **The Blue Creative**

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### Design Review

Is the content easy to read and view? Take notes on the overall experience below

### Clear Call-to-Action

Is it easy to find a CTA or difficult to know what to do next?

### Simple Navigation

Is navigation simple to follow or convoluted?

### Easy to Find Contact Info

Can you find contact info or phone number without scrolling on the website?

### Customer Testimonials

Are there testimonials on the website? If so, post the URL below



### Fresh Content

Has the content been updated in the last 30 days?

### Responsive Design

Does the website read well on mobile?

### Products and Services

Can a user easily find the products and services of the business?

### Highlight USP

What is the unique selling proposition? Does the copy show any of this?

### "About" Content

Is there content about leadership or the brand story?

### Blog

Can you find a blog?



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### Security

Does the website have an SSL?'

### Privacy Policy, Terms and Conditions, and Disclaimers

Where are the Privacy Policy, Terms and Conditions, and the Disclaimers?

Post the URL below

### Clean URL

Is the URL simple?

Is the website accessible?

Are the website colors and contrast accessible?

Overall Thoughts

Ready to launch your website or revamp your existing website?

[Book a Consultation Call](#)