

Marketing Moxie

Episode #2 – Web Site Clarity

When it comes to your web site, small things can make a critical difference. Review your site to make sure you aren't leaving money on the table using these checklists.

Here are some general things to examine in more detail on your web site.

GENERAL

- ✓ Is it clear what you do and who you work with?
- ✓ Do you use jargon or copy that's too kitschy?
- ✓ Can people easily contact you? Is your email on your web site and not just a contact form?
- ✓ Do you have a clear call to action for people wanting more such as a opt-in or freebie?

SALES

- ✓ Are your services/products clearly outlined? Do you indicate who they are for?
- ✓ Do you articulate the value of your offering to potential customers?
- ✓ Are deliverables/what to expect detailed?
- ✓ Do you have a clear call to action to move them into your sales cycle?