

GMS

getmarketingsizzleSparks™

tools



► Web site Evaluation

Web sites have the potential to be awesome marketing tools. Designed correctly, they relay vital information about your company and your product or service offerings, help create customer loyalty, and lead to a buying decision. To find out if your Web site is living up to its full potential, take the brief quiz below.

▣ The Message

1. Is your copy interesting, inviting, and easy to read?
2. Is company contact information readily accessed, including phone numbers?
3. Does the site immediately convey the expertise / benefits of the company?
4. Does your message differentiate you from the competition?
5. Does the site contain a clear call to action?
6. Do you keep your content fresh and inviting?
7. If applicable, it is easy to place an order?

▣ The Look

8. Is the look and feel of the site consistent with other collateral materials?
9. Are the colors inviting?
10. Do flash and/or animation elements create a positive experience?

▣ Navigation

11. Is the site easy to navigate (back and forward buttons, site map, and consistent navigation on every page)?
12. Are the organization and categories of the site logical?
13. Can readers find what they are looking for within 2 clicks of the homepage?
14. Do the pages fit within standard monitor settings without scrolling horizontally?
15. Does your site include keywords and phrases people use when searching?
16. Do graphics download quickly and easily?
17. If flash intro is used, does it give a clear option to skip?
18. Does your site look the same in different browsers (ex: Internet Explorer, FireFox, Safari)?
19. Is the site free of broken links?
20. Have you uploaded a site map for the major search engines?
21. Has your site been optimized for search engines recently?

If you answered yes to 20 or more of these questions, congratulations, your Web site is conveying who you are and what you do! If you answered yes to 16 – 19 of these questions, you are on your way to success but your Web site may need some tweaking to generate the response desired. If you answered yes to 14 or fewer questions, give us a call! We can help you revamp your Web site to help you get the sales you deserve!

m
a
r
k
e
t
i
n
g

Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

For more information on GMS visit www.GetSizzle.com or to discuss a project and services call 972.978.8197.