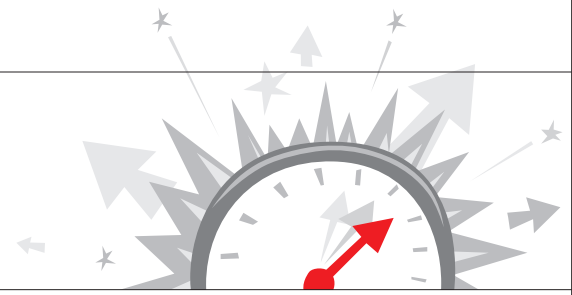


SELF-EVALUATION QUESTIONNAIRE

# Website



The following questionnaire should help you evaluate your website. Its purpose is to serve as a benchmark, identify needs and plan future improvements. For each question, circle the most appropriate answer.

**Is your website reaching its primary objective (increase in sales, attract new customers, etc.)?**

Very little    1    2    3    4    5    6    7    8    9    10    A lot

**How often do you get clients from your website?**

Not at all    1    2    3    4    5    6    7    8    9    10    A lot

**Are you using your website to strengthen your credibility (case studies, testimonials, etc.)?**

Not at all    1    2    3    4    5    6    7    8    9    10    A lot

**Do you use it to “upsell” or “cross-sell” to existing customers?**

Not at all    1    2    3    4    5    6    7    8    9    10    A lot

**How much feedback or retroaction does your website generate from visitors (surveys, online help, etc.)?**

Very little    1    2    3    4    5    6    7    8    9    10    A lot

**Is your website helping you learn more about your clients?**

Very little    1    2    3    4    5    6    7    8    9    10    A lot

**How familiar are you with the concept of personas to better understand your website visitors and their needs?**

Very little    1    2    3    4    5    6    7    8    9    10    A lot

**How would you rate your site compared to your competitors’ sites (content, functionality, navigation, look and feel)?**

Worse    1    2    3    4    5    6    7    8    9    10    Better

**How accessible is your contact information (mailing address, telephone number, email)?**

Not easy    1    2    3    4    5    6    7    8    9    10    Very easy

**How often do you refer people to your website in your other promotional materials?**

Not at all    1    2    3    4    5    6    7    8    9    10    A lot

**Does your website provide educational content to your customer?**

Not at all    1    2    3    4    5    6    7    8    9    10    A lot

For any questions that you have answered between:

**1 and 4:** Perhaps this point does not apply to your business. Or maybe you have never considered it. Can you improve on it?

**5 and 7:** You’re on the right track. You have identified a potential area for improvement and you are working on making your website better. Keep improving.

**8 and 10:** You’re on top of your game! Congratulations! Still, to maintain your edge, evaluate your website regularly. You don’t want to fall behind.

**If you’d like us to help you with any of the points in this questionnaire, please contact us.**

