



Evaluating Your Website Messaging

Guide to improving your website copy.

Your website is one of your most important marketing tools. It is effectively your *digital storefront* - connecting emotionally with potential clients and customers and setting the tone for your future working relationship. At least, this is what your website *should do for your business*.

In actuality, many websites do a poor job of connecting with clients. The first impression they create is similar to a storefront with a broken window or chipping paint - not good! I'm not talking about the design, I'm referring to the words on the page and what they communicate (or fail to communicate) about your work and your business.

Wondering about the strength of your website messaging? This guide will help you review your website text and identify weak spots you can correct to improve how your site converts. It will also share practical advice on writing strong calls to action for your website and business.

Ready? Let's get started.

Website Evaluation

In my work with clients, I've seen all kinds of website text - from super wordy pages that share too much to sparse content that barely provides any useful information at all. Perhaps the most consistent challenges come from (a) a lack of clarity and focus in the copy and (b) a failure to make the next steps clear with a call to action.

At the end of this guide, you'll find a worksheet you can print off to help you evaluate each page of your website copy individually. I recommend taking some time to look at your copy with fresh eyes while making handwritten notes on the worksheet. Why handwritten? I want you to slow down and really think about the text. Writing out your thoughts will create space for you to do just that.

Let's get started!



Your Site's Purpose

Evaluating your website's messaging takes a bit of time. So don't rush yourself. Start by reflecting on the purpose of your site as a whole. Ask yourself the following questions as you think about your website:

- What is your primary goal for website visitors and potential clients?
- Are there additional things you'd like to achieve with your site?
- What action do you want someone to take on their first visit? Subsequent visits?

Take a moment to record any insights or improvement opportunities you identify. Keep these in front of you as you evaluate each page of your site.

Page by Page Evaluation

Evaluate each page of your website individually. Use the page evaluation worksheet located at the end of this guide and complete one for each page of your site. (Simply print as many copies as you have pages on your site, or make a digital copy for each page.)

As you work, think specifically about your goals for each page. Ask yourself how the page goal ties into the overarching messaging for your website and your business. Pay close attention to the calls to action on each page and think about how effective they've been up until now.

Challenge yourself to answer all the questions for every page on your site... some of your observations may surprise you!

Revisit the Home Page

Once you've worked through each page on your site, double back to your home page. Now that your whole site is clear and fresh in your mind, review the homepage through the eyes of a first-time visitor.

Ask yourself these questions:

- Does the main menu use plain language? Is it easily seen and easy to read?
- Does the home page include a prominent call to action early on the page?
- Does this page capture my attention quickly?



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- How can first time visitors engage with my brand before moving on?

As you've evaluated each page, you've likely discovered places where calls to action can be adjusted, improved, or revised. *You may even need to add a few or eliminate one or more calls to action* in order to make the message – and path to purchase – clearer for your customers.

Refining the Calls to Action

Have you identified places within your site that are missing calls to action? If so, it's time to brainstorm. My goal here is to help you get comfortable using clear language to promote a decision or encourage your customer to take a step or two on their buying journey.

Don't overthink this... just try out a variety of options as they come to you.

Start by asking questions.

First, think of some clear questions you can use as calls to action on your website and in your messaging. Use the lines below to brainstorm... just write as many questions as you can think of in a few minutes.

Review your questions and revise them.

Consider the following questions as you review and make changes:

- Does this question fit with my voice? How can I revise it to be more conversational?
- Would I ask this question in person? Why or why not?
- How can I make this question shorter and more impactful?



Rewrite a few of your best call to action questions below.

Give clear direction.

Another type of call to action is directive. Take a few minutes to create clear directive calls to action. Think about the instructions that might naturally follow the questions you created above. *Sentences here should be short and include action verbs where possible.*

Review your statements and pick a few of the strongest to refine.

Consider the following as you revise and refine them:

- Replace hesitant or passive language with confident, bold words. (For example, replace “I wonder if you would like to learn more” with “learn more.”)
- Make sure the action you’re encouraging is clear and simple.
- Keep the tone conversational and aligned with your voice.

Record your revised directive calls to action below.

Review the Options Presented

Think about your business and the options you offer clients. Can you group services or products together? Can you encourage selection (choose a paint color) before a complete buying decision? Brainstorm a few ways you can give potential clients and customers calls to action related to selecting an option or offer.



Try Combining Calls to Action

Combining calls to action is often natural and logical. Think about the calls to action you've created during this exercise. How can they naturally be combined to increase their effectiveness? Combine your strongest questions, directives, and offer selection CTAs below and read them aloud to see which sound the most natural and effective.

Still stuck on those calls to action? *Let's talk* to improve your messaging and make your website work for you.



Website Page Evaluation Worksheet

Page: _____

Carefully review the site page, then answer the following questions.

What is my goal for this page?

What calls to action am I using on this page?

How do I feel about my current calls to action? Do they seem appropriate?

Do I need to add a few calls to action to this page?

What is the path to purchase here? Is it in line with my goal for this page and my overall goal for my website?

What seems abrupt or confusing on this page?
