



## Individual or Group Exercise

Feel free to either complete this form on your own or partner with someone else and answer the questions in an interview-style discussion.

What is the primary objective of your website? Pick just one!

Do you believe your current website does the following things well? Explain your answers.

1. Our mission is clearly evident on the website.
2. It is obvious who are target audiences are when you visit the site.
3. There are multiple points of engagement.
4. The ask from visitors or the desired action are clear.
5. Your brand is used across communications channels.
6. Photos and videos tell a story.

7. Your site navigation is clear.

8. Your content is fresh (regularly updated).

9. Decisions regarding the site are made using data.

10. Social sharing is easy for users to do.

Let's consider your content – the actual words and images on the page.

11. Does your content instantly convey to users that you are worth listening to? Is it relevant to them?

12. Is your content credible, focused and consistent?