



# Website & Words Quiz & Worksheet

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Are you frustrated with your Website & Words? Take this quiz to find out if a web audit is right for you. Plus, we've included a FREE Branding Worksheet for you to take your quiz results to the next level.

- ☐ Yes ☐ No Have you redesigned your website within the last three years?
- ☐ Yes ☐ No Do you ever hear compliments about your website?
- ☐ Yes ☐ No Does your website compare favorably to the other websites in your industry?
- ☐ Yes ☐ No Have you seen traffic to your website steadily increase over time?
- ☐ Yes ☐ No Do your website pages load in 3 seconds or less across all devices?
- ☐ Yes ☐ No Is your website mobile-friendly?
- ☐ Yes ☐ No Does your website have SSL or HTTPS security?
- ☐ Yes ☐ No Are visitors finding your website on search engines?
- ☐ Yes ☐ No Are visitors converting on your website (e.g. submitting forms, or following CTAs)?
- ☐ Yes ☐ No Is your website easy to navigate?
- ☐ Yes ☐ No Are visitors staying on your website and clicking around?
- ☐ Yes ☐ No Are you proud to share your website with prospects?

If you have 3 or more "no's" you should consider a Website & Words Audit. This is a deep-dive into the DNA of your brand. It's an exercise that will help you become more self-aware of where you are, where you want to go...and it helps us know how to help you get there.

**SO LET'S GET STARTED!**

## WHO ARE YOU?

### 1. What is your business known for/OR What do you want it to be known for?

This may include your business's vision and values? (Vision, Mission, Values).

### 2. Who Are Your Ideal Customers?

Gender, Age(s), Income level, Education, Marital Status, Job/Career (to dig deeper download [How to Create the Ideal Customer Avatar](#))

## WHAT DO YOU DO?

### 3. What is the purpose of your website?

- ☐ Sell a product/s (E-commerce)
- ☐ Provide a service
- ☐ Educate
- ☐ Inform
- ☐ Promote a person/event/brand
- ☐ Other



4. What is the primary Call to Action (CTA) you have on your site? Look on your Homepage and write down all your CTA(s).

Call Now. Sign-Up. Buy Now. Subscribe. Etc...

## HOW DO YOU PERCEIVE YOUR BRAND?

5. Describe Your Brand's Personality as you perceive it. (Circle all that apply)

Exciting	Experientia	Fun/ Adventurous	Youthful	Inspirational	Modern
Sincere/ Kind	Educational	Thoughtful	Family-Oriented	Down to Earth	Wholesome
Fashionable	Edgy/Daring	Cool/Chic	Outdoorsy/ Rugged	Athletic	Masculine
Healthy	Authority/ Successfu	Wealthy/ High-end/Luxe	Influential/ Powerful	Leadership/ Cutting- edge	Confidence/ Reliable
Sophisticated	Elegant	Glam	Feminine	Soft/Charming/ Gentle	Peaceful/ Tranquility
Weird/ Different/ Eccentric	Dark/ Rebellious	Pensive/ Thought-provoking	Challenging Assumptions	Personal Growth & Development	Whimsical/ Silly
Scholarly	Romantic/ Flirty	Life-Change	Conservative	Liberal	Fresh
Innovative	Creative	Friendly	Professional	Timeless	Hilarious/Funny

## 6. Do you think that your ideal customer would agree with what you circled?

☐ Yes ☐ No If you answered "No" how would they describe you?

## WHAT'S YOUR BRAND VOICE?

## 7. How would you describe your brand voice?

Your brand voice has everything to do with your words on your website, and how you put them all together. You have one message but there are many possible tones you can take.

Here is a common piece of copy that needs to be considered for every website-The Error Page. Which one would you pick for your brand's tone on your site?

Funny	vs.	Serious
Whoops-si-daisy. That's not what we wanted you to see.		We apologize, but we're experiencing a problem on our end.
Formal	vs.	Casual
We are experiencing a problem.		Oops! We can't find that page.
Respectful	vs.	Irreverent
This page isn't available right now. We apologize for the inconvenience.		What did you do?! You broke it! (J/K.) We're experiencing a problem on our end.
Enthusiastic	vs.	Matter-of-Fact
Dangit! We've looked everywhere, and we can't find that page!		404 Page Not Found

## HOW ARE YOU DIFFERENT FROM YOUR COMPETITION?

**8. List a few of your competitor's sites. How are you different from them?**

What makes you uniquely qualified to help your ideal customer?

## WHAT DO YOU WANT?

**9. Tell Us What You Want, What you Really Really Want...**

What do you like about your current site? What's working?

What would you like to change? What's not working or could be improved?

What elements/functionality do you wish your site had?

## WHAT'S NEXT?

Your website is your business's first (and maybe only) chance to make a good impression. It's a golden opportunity to earn their trust, their emails, and their dollars.

Are you taking advantage of this opportunity?

Here's the good news. While there may be elements that need improvement on your site...**everything is improvable.**

Imagine a site that does what you've envisioned.

Visitors engaged with your content, orders rolling in, and growing email lists, all because you've created a process that is customized to meet your user's needs, answer their questions and solve their problems.

If this thought is as delicious to you as...your favorite avocado toast combo, chances are you are a candidate for a **Website & Words Audit.**

## QUESTIONS?

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