



# Website

# ASSESSMENT TOOL

THE VAULT

MYTHICAENTERPRISES.COM

# WEBSITE ASSESSMENT CRITERIA

YES

NO

## GENERAL

Is the home page screen focused on your visitor and what they need?

Is there an About page which describes your story in a way that connects with your dream client and what they need?

Is there a call to action to connect with you more deeply?  
(Typically inviting the reader to sign up for your newsletter.)

Is there a way to contact you - email, social button, apply for phone call, etc?

Is there a blog or podcast or another way that your website visitor can consume more of your work and learn more about your philosophy?

Are all links up to date (not broken/leading to errors)?

Is the mobile version of the website clear and readable?  
(Can use Screenfly or another tool to see this)

Is there a link to a privacy policy?  
(Required by US law and EU law/GDPR)

Are your services or products labeled with plain language that is focused on results?

# SERVICES

YES NO

 

Do you frame your services based on results (benefits) instead of process (features)? E.G., “We help you build a business you love,” not “7 1:1 calls for a price of XYZ.”

 

Do you invite your client to connect with you so you can help them select the right service instead of making them choose (usually based on budget)?

# PRODUCTS

YES NO

 

Do you tell the story of the product and help the reader step in to the magic of the item?

 

Do you offer an easy way for them to buy (buy it now link)?

 

Is shipping/delivery clearly identified somewhere on the site?

 

Do you have a place on the website where you share your inspiration for the product(s)?



# IMAGES / VISUAL DESIGN

*Note: you may want to focus on the visuals to the exclusion of everything else because that feels easier. Leave this to the end.*

**YES**   **NO**

Are the images used clear, not fuzzy?

Are large blocks of text broken up into paragraphs for easier reading?

Do the pictures or graphics used support the words nearest to them?

