

# GODADDY GARAGE

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# 10-POINT WEBSITE REVIEW

Wondering if you have an effective small business website? Your site should be more than a glorified business card. It should entice visitors to learn more about your products and services, establish that you're a credible business, and turn your visitors into customers. Even a website with just the bare essentials should help your business grow.

Answer the questions below to see if you've covered the basics:

- Y N Do you have clear/concise statements on the home page about who you are and what you do?**
- Y N Does your home page have a call-to-action (i.e. Call now, Watch demo)?**
- Y N Do you have an about us page that represents your passion for the business?**
- Y N Have you included customer quotes, reviews or testimonials?**
- Y N Have you clearly defined your products/services, pricing, warranties and refunds?**
- Y N Are you collecting email addresses through signup forms?**
- Y N Is your primary contact information on every page?**
- Y N Have you included "trust logos" (i.e. Better Business Bureau, Awards, Authorized Dealer)**
- Y N Can your visitors share your website through Facebook and Twitter?**
- Y N Do you promote a "special offer" for your website visitors?**

All done? Great! Now tally up the number of Y's you circled to get your diagnosis.

- 0 - 4** Sounds like you're just getting started. Give us a call. We'll help you out.
- 5 - 7** You're on track. Pick one area to focus on this week. Make it happen.
- 8 -10** You're a guru. It might be time to take the next step. Email marketing?

Want more information about building a website and taking your business online? Check out [The GoDaddy Garage \(http://garage.godaddy.com\)](http://garage.godaddy.com).