

BRAND AWARENESS: WEBSITE AUDITS

COMPANY NAME:

After spending 3 minutes on their website, what is your key takeaway about their company?

Does this claim differentiate them from their competition?

YES NO

Is this claim price, product or feature driven?

YES NO

Is this claim about trust, years in the business, or total number of clients?

YES NO

Is there anything keeping their competition from making the same claim?

YES NO

If you removed their logo, does their site feel any different from their competitors?

YES NO

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YES NO

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YES NO

YOUR COMPANY:

After spending 3 minutes on your website, what is your key takeaway about your company?

Does this claim differentiate you from your competition?

YES NO

Is this claim price, product or feature driven?

YES NO

Is this claim about trust, years in the business, or total number of clients?

YES NO

Is there anything keeping your competition from making the same claim?

YES NO

If you removed your logo, does your site feel any different from your competitors?

YES NO