

# Homepage Gut Check

Does your site...

- Clearly **explain your agency** in as few words as possible? \_\_\_\_\_
- Identify **who you serve**? \_\_\_\_\_
- Clearly **define a list of services** or information you offer? \_\_\_\_\_

How could you better communicate these?

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How easy is it for visitors to...

- Find the most popular services or information? \_\_\_\_\_
- Identify what you want them to **do**? (Calls-to-Action) \_\_\_\_\_

Are there any elements that **distract** from the message?

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