

PRE-WORK

## Improving Your Web Presence

Before your coaching session, complete this form and be prepared to discuss results with your business consultant. To see an example, refer to the “Case Study” document at [chase.com/coaching](https://chase.com/coaching).

### Background — in ten words or less, please describe:

1. What is your product/service?

2. Who is your core customer?

a) Age

b) Gender

c) Geographic info

d) Psychographic info (e.g., personality, values, activities, interests, opinions)

3. What differentiates your products/services from those of your competitors (i.e., what is your value proposition)?

4. What are the consistent, human-like traits (e.g., thoughtful, joyful, straightforward, playful, etc.) that are unique to your brand (i.e., your brand personality)?

5. Define your goal(s) for your website (e.g., drive online sales, drive sales in-store, provide information about your products, build your reputation as an expert, etc.).

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## Website brand audit

Using your answers to the questions above, complete the grid below to assess how well you're reflecting your brand in each element of your website.

| Website brand elements   | How does this element reinforce my brand? |
|--|---|
| <b>Homepage</b><br>Company description,<br>value proposition     |   |
| <b>About Us page</b><br>Description, photos: owner(s), store     |   |
| <b>Design</b><br>Layout color, font, logo                        |   |
| <b>Imagery</b><br>Photos, videos                                 |   |
| <b>Copy</b><br>Tone/brand voice, writing style                   |   |
| <b>Service</b><br>Policies, contact us, client testimonials      |   |
| <b>Blogs</b><br>Thought leadership, values,<br>behind the scenes |   |



## Website usability audit

Complete the table below to assess how your website elements and user functionality help you achieve your goals for your website.

| Key website usability elements   | Response   | Explanation |
|--|--|-------------|
| <b>Ability to attract core customers</b><br>Does your website appeal to your core customer?  | Yes<br>No<br>Not sure  |             |
| <b>Layout and ease</b><br>How would you characterize the layout and navigation of your website? (select all that apply)  | Simple and organized in a logical fashion<br>Easy to navigate; fewer than four clicks needed to accomplish a task<br>Overall look and feel is consistent across all pages<br>Other (explain in the next column)                                |             |
| <b>Content</b><br>Describe your website content. How is your core customer able to interact with the business? (select all that apply)   | Clear and concise; meets the needs of my core customer<br>Timely and relevant content<br>Engaging and useful videos (e.g., "how to" videos)<br>Customers can sign up for more information<br>Useful FAQs<br>Other (explain in the next column) |             |
| <b>Search engine optimization</b><br>Do you think your core customers can easily navigate to your website?<br>(Use tools such as <a href="#">Test My Site</a> and <a href="#">Google Keyword Planner</a> , <a href="#">Trends</a> and <a href="#">Search Console</a> to evaluate and answer) | Yes<br>No<br>Not sure  |             |
| <b>Comparison to competitors</b><br>How does your website compare with your competitors? (select all that apply)<br>(Review three to four of your key competitors' websites and consider using <a href="#">semrush.com</a> to evaluate and answer)   | <b>My site:</b><br>Has better content<br>is easier to navigate<br>Establishes expertise<br>Speaks to my core customer<br>Other (explain in the next column)  |             |