

## 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 <a href="mailto:chase.com/coaching">chase.com/coaching</a>.

Background — in ten words or less, please describe:					
1. What is your product	:/service?				
2 M/b a is visure some size	to movi				
<b>2. Who is your core cus</b> a) Age	b) Gender	c) Geographic info			
d) Psychographic info (e.g.,	personality, values, activities, i	nterests, opinions)			
3. What differentiates y value proposition)?	our products/servcies fror	n those of your competitors (i.e., what is your			
	ent, human-like traits (e.g., brand (i.e., your brand pe	, thoughtful, joyful, straightforward, playful, etc.) rsonality)?			
	or your website (e.g., drive r products, build your repu	online sales, drive sales in-store, provide Itation as an expert, etc.).			

For Informational/Educational Purposes Only: The views expressed in this piece may differ from other employees and departments of JPMorgan Chase & Co. Views and strategies described may not be appropriate for everyone, and are not intended as specific advice or specific recommendations for any individual. You should carefully consider your needs and objectives before making any decisions, and consult the appropriate professional(s). Outlooks and past performance are not guarantees of future results. JPMorgan Chase Bank. N.A. Member FDIC. Equal Opportunity Lender © 2023 JPMorgan Chase & Co.



## 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?
Homepage Company description, value proposition	
About Us page Description, photos: owner(s), store	
<b>Design</b> Layout color, font, logo	
<b>Imagery</b> Photos, videos	
Copy Tone/brand voice, writing style	
Service Policies, contact us, client testimonials	
Blogs Thought leadership, values, 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.

Ability to attract core customers  Does your website appeal to your core customer?  No Not sure  Layout and ease How would you characterize the layout and navigation of your website? (select all that apply)  Content  Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Content  Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Customers can easily navigate to your website?  Do you think your core customers can easily navigate to your website?  Comparison to competitors  My site:  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer  Other (explain in the next column)	Key website usability elements	Response	Explanation
Layout and ease   Layout and ease   Simple and organized in a logical fashion   Easy to navigate; fewer than four clicks needed to accomplish a task   Overall look and feel is consistent across all pages   Other (explain in the next column)	Ability to attract core customers	Yes	
Layout and ease How would you characterize the layout and navigation of your website? (select all that apply)  Content Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Easy to navigate; fewer than four clicks needed to accomplish a task  Overall look and feel is consistent across all pages  Other (explain in the next column)  Clear and concise; meets the needs of my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Po you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Simple and organized in a logical fashion  Easy to navigate; fewer than four clicks needed to accomplish a task  Overall look and feel is consistent across all pages  Other (explain in the next column)  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers a sign up for more information  Useful FAQs  Other (explain in the next column)  Yes  No  Not sure  Wy site:  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer	Does your website appeal to your core	No	
How would you characterize the layout and navigation of your website? (select all that apply)  Content  Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Logical fashion  Easy to navigate; fewer than four clicks needed to accomplish a task  Overall look and feel is consistent across seleved to accomplish a task  Overall look and feel is consistent across yell pages  Colet in the next column)  Clear and concise; meets the needs of my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Yes  No  Not sure  My site:  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer  Speaks to my core customer	customer?	Not sure	
and navigation of your website? (select all that apply)  Content  Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Customers and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Easy to navigate; fewer than four clicks needed to accomplish a task  Overall look and feel is consistent across such as feel is consistent across all pages  Timely and concise; meets the needs of my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Yes  No  Not sure  How does your website?  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer			
Content Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Search engine optimization Do you think your core customers can easily navigate to your website? (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors How does your websites compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Clear and concise; meets the needs of my core customers then eads of my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Yes  No  No  Not sure  My site:  Has better content is easier to navigate Establishes expertise  Speaks to my core customer	and navigation of your website? (select all	,	
Content  Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My. Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Clear and concise; meets the needs of my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Yes  No  Not sure  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer			
Describe your website content. How is your core customer able to interact with the business? (select all that apply)  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  No ther (explain in the next column)  No Not sure  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer		Other (explain in the next column)	
your core customer able to interact with the business? (select all that apply)  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs  Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Timely and relevant content  Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  No  Not sure  My site:  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer			
Engaging and useful videos (e.g., "how to" videos)  Customers can sign up for more information  Useful FAQs Other (explain in the next column)  Search engine optimization  Pes No No Not sure  No Not sure  Comparison to competitors How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Finally and useful videos (e.g., "how to" videos)  Customers can sign up for more information  No Not sure  No Not sure  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer	•	Timely and relevant content	
more information Useful FAQs Other (explain in the next column)  Search engine optimization  Yes  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  more information Useful FAQs  No  No  No  Not sure  Has better  Has better content is easier to navigate Establishes expertise Speaks to my core customer	the business? (select all that apply)		
Other (explain in the next column)  Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Other (explain in the next column)  Yes  No  No  Not sure  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer		9 ,	
Search engine optimization  Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Yes  No  No  Not sure  My site:  Has better content  is easier to navigate  Establishes expertise  Speaks to my core customer		Useful FAQs	
Do you think your core customers can easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  No Not sure  My site:  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer		Other (explain in the next column)	
easily navigate to your website?  (Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Not sure  My site:  Has better content is easier to navigate  Establishes expertise Speaks to my core customer	Search engine optimization	Yes	
(Use tools such as Test My Site and Google Keyword Planner, Trends and Search Console to evaluate and answer)  Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  My site:  Has better content is easier to navigate Establishes expertise Speaks to my core customer	Do you think your core customers can	No	
Google Keyword Planner, Trends and Search Console to evaluate and answer)  My site:  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  My site:  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer	easily navigate to your website?	Not sure	
Comparison to competitors  How does your website compare with your competitors? (select all that apply) (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  My site:  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer			
How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer			
How does your website compare with your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)  Has better content is easier to navigate  Establishes expertise  Speaks to my core customer	Comparison to competitors My site:		
your competitors? (select all that apply)  (Review three to four of your key competitors' websites and consider using semrush.com to evaluate and answer)	·	Has better content	
competitors' websites and consider using semrush.com to evaluate and answer)  Establishes expertise Speaks to my core customer			
semrush.com to evaluate and answer)  Speaks to my core customer			
' ' '		'	
CALIE LEADAN IN THE HEALTHING I		Other (explain in the next column)	

