
Pre-Mission Checklist

Introduction

This checklist is designed to help you assess the effectiveness of your website and online presence. Each section focuses on key areas that are crucial for driving business success. As you go through the checklist, mark each item as completed and use the tips provided to guide your improvements.

1. Business Identity

My website clearly communicates who we are and what we offer.

- **Why It Matters:** Clarity builds trust. Visitors should immediately understand what your business does and how it benefits them.
 - **How to Check:** Review your homepage's headline and subheading. Do they clearly state who you are and what problem you solve?
 - **Quick Win:** Rewrite your message in one sentence: "We help [target audience] solve [problem] with [solution]."
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My business is easily discoverable online (e.g., through Google search).

- **Why It Matters:** If customers can't find you online, you're missing out on potential sales.
 - **How to Check:** Google your business name and key products/services. Are you ranking? If not, check if your Google My Business profile is complete and up-to-date.
 - **Quick Win:** Identify the keywords your customers are searching for. Ensure these keywords appear on your website, especially in page titles and descriptions.
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My website reflects our commitment to delivering value and aligning with customers' goals.

- **Why It Matters:** A strong value proposition shows customers that you're focused on helping them achieve their goals.
- **How to Check:** Review your value proposition. Does it focus on the benefits to the customer rather than just the features of your product?

- **Quick Win:** Rewrite your value proposition to highlight how your offering helps customers achieve their aspirations.
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2. Customer Engagement

[] **It is easy for visitors to take action (e.g., contact us, make a purchase, schedule an appointment).**

- **Why It Matters:** A confusing or difficult user experience leads to lost sales.
 - **How to Check:** Test your site as if you're a first-time visitor. How many clicks does it take to make a purchase or contact you? Are CTAs clearly visible and compelling?
 - **Quick Win:** Place a clear call-to-action button at the top of your homepage (e.g., "Schedule a Call" or "Buy Now").
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[] **We offer value upfront (e.g., free resources, advice) to engage a broader audience.**

- **Why It Matters:** Offering free value builds trust and goodwill with potential customers.
 - **How to Check:** Review your website. Do you offer any free resources like an eBook, blog post, or checklist?
 - **Quick Win:** Add a valuable free resource to your website to engage visitors and encourage them to stay.
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[] **Our calls-to-action are clear and persuasive.**

- **Why It Matters:** Strong calls-to-action (CTAs) guide visitors toward making a purchase or booking a consultation.
 - **How to Check:** Review all CTAs on your site. Are they clear and action-oriented? Do they offer a clear, immediate benefit?
 - **Quick Win:** Replace generic CTA text like "Submit" or "Learn More" with action-oriented phrases like "Get Your Free Quote" or "Join Now."
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3. Value Proposition & Trust

[] **Our value proposition is clear and compelling.**

- **Why It Matters:** A strong value proposition tells customers why they should choose you over competitors.

- **How to Check:** Simplify your value proposition to one sentence that answers, “What’s in it for the customer?”
 - **Quick Win:** Ensure your value proposition is written from the customer’s perspective, highlighting how your solution improves their life or business.
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[] We have customer testimonials or reviews that build trust.

- **Why It Matters:** Social proof is one of the most powerful trust builders.
 - **How to Check:** Are testimonials or reviews visible on your homepage or product pages?
 - **Quick Win:** Add at least one testimonial or review to your website to increase trust with new visitors.
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[] Our guarantees, return policies, and support options are easy to find.

- **Why It Matters:** Visible guarantees and return policies reduce perceived risk for customers.
 - **How to Check:** Ensure that your guarantees, return policies, and support options are highly visible, especially on checkout pages.
 - **Quick Win:** Make these policies more reassuring by simplifying the language and highlighting them in key areas of your website.
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[] Our website consistently delivers on its promises based on customer feedback.

- **Why It Matters:** Consistency builds long-term trust.
 - **How to Check:** Review customer feedback and ensure your website’s claims match customer experiences.
 - **Quick Win:** If there’s a gap between promises and customer feedback, take steps to address these issues and improve consistency.
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Scoring System

Each completed checkbox earns 1 point. For scale questions (1-10), the score equals the rating.

- **Business Identity (3 items, 10 points total):**
Score: _____ / 10
- **Customer Engagement (3 items, 10 points total):**
Score: _____ / 10

- **Value Proposition & Trust (4 items, 10 points total):**

Score: _____ / 10

Overall Score: _____ / 30

Take the Next Step

Strengths:

(Identify what areas are performing well.)

Areas for Improvement:

(Identify what areas need attention.)

Ready to Improve?

Interested in a deeper dive into your results? Book a 1:1 **Mission Success Audit** where we'll review your website and online presence, and I'll provide personalized, actionable feedback to help you improve your conversions and reach your business goals. Schedule your free, no-commitment audit at <https://yadaworx.com/free-audit/>