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Content and Conversion Scorecard

Company Name

Use this scorecard for your home page, blog page, and a key product or service page. Remember to save the PDF to your desktop to keep your comments. Your scores will automatically total for each section and you'll have a total score at the end of the scorecard.

Would you like us to do this for you?

You may be too close to the site to accurately assess it. We're happy to fill this in for you – just click here to have Winbound conduct a Content and Conversion Scorecard for your site.

Scoring

You are graded on a 1-5 rating based on our observed best practices.

1 = Never --- 2 = Rarely --- 3 = Sometimes --- 4 = Often --- 5 = Consistently

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Home Page

Home Page Total Score

Content		
Criteria	*Score*	*Comments*
Value proposition: Do you explain who you are, why you're unique and what benefit you provide in under 10 seconds?		
Segment: Your home page should make it easy for visitors to find the pages they are looking for on your website, such as products, services, industries served, contact forms. This includes good navigation elements and an easy-to-follow layout.		
Readability: Skimmable copy, graphics, subheads, bullet points. Photos.		

Conversion		
Criteria	*Score*	*Comments*
Social proof: Case studies, reviews, testimonials, credentials?		
Call-to-action (CTA) effectiveness: Contrasting color, clear reason why.		
Measurement: Do you have analytics that track CTA conversions / actions by either tracking the thank you page or a success message?		

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Blog Page

Blog Total Score

Content		
Criteria	*Score*	*Comments*
Quality depth: Posts should be above the 1,500-word threshold. *(More in-depth posts typically gain more shares and inbound links.)*		
Tone: Blog content should be informational; doesn't include a sales pitch.		
Social-ready: Include sharing buttons to social media.		
Consistency: Regular, predictable posting.		
Collaborative: Collaborate with other experts on content.		
Readability: Scannable content. Subheads, graphics per every scrollable fold, images, font large enough, bullet points, appearance on mobile.		
Personal branding: Include bio and picture of your company writer in bio.		

Conversion		
Criteria	*Score*	*Comments*
List building: Pop up window? Subscription form?		
Call-to-action (CTA) effectiveness: Contrasting color, clear reason why.		
Measurement: Do you have analytics that track CTA conversions / actions by either tracking the thank you page or a success message?		

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Product or Service Page

Product Total Score

Content		
Criteria	*Score*	*Comments*
10-second test: Product clearly stated, what sets it apart.		
Neuroscience: Do you identify pain points and play to emotional appeal?		
Data-driven: Any data to back up claims, showcase effectiveness of the product?		
Readability: Bullet points, skimmable copy, graphics used throughout.		

Conversion		
Criteria	*Score*	*Comments*
Social proof: Case studies, reviews, testimonials, credentials?		
Contact information submission form: Gather all the information you need for your sales team to engage with a customer.		
Measurement: Do you have analytics that track CTA conversions / actions by either tracking the thank you page or a success message?		

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Overall Score

93-115 = Great
57-92 = Good, needs some minor improvements
≤56 = Needs major improvements

Overall comments

Share any thoughts about the website overall in addition to the breakouts above. Include any thoughts on overall design, tone, general impression, etc.

List areas to improve

Based on the comments above, list the areas that require action.

Improve your score AND boost your traffic and leads

Winbound's content marketing approach can help boost that score and improve your performance. Contact us to request a discovery call and let's chat about your challenges!

For more information:

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