


Is your website working for your customers?



Sometimes we can get too close to our websites and we forget to check how they are experienced by our customers.

 Does it give a good first impression, does it seem welcoming? Is it up to date? Does it clearly state what you offer?

 Is it easy to move around the site and return to the home page? If you interact with customers face to face, is there a Covid safety message?

 Do customers feel valued when they enquire or buy something? How long does it take to get a response to an enquiry?

 Do all the links work? Does the site work consistently across all devices?

Using real customer scenarios to evaluate these questions can help us work out where there are opportunities to make improvements.