

# OPPORTUNITY ASSESSMENT

## Give your Website a Grade

Based on what you learned today about how we make decisions and how we are influenced, how would you grade your website? Be sure to assess when in high use and low/no use.

### OVERALL

- Simple, clean layout
- Copy in sections
- First impression matches your Club experience
- Use of F-Pattern
- Use of Z-Pattern
- Obvious call to action buttons
- Loads quickly
- Responsive
- Accessible on any search engine or device

### MESSAGING

- Brand story makes the member the hero
- Scannable with easy to identify sections
- Power words in headlines
- Solves a problem
- Nuggetable
- Use of mental triggers
- Use of stories

### VIDEOS

- Videos on home page
- Videos on inside pages
- Quality of the video
- Length of the video (A=short and to the point)

### IMAGERY

- Images show aspirational identity
- Success images
- Members having fun
- People (not just real estate)
- Babies
- Smiling
- Vivid
- Well stylized food shots

Do you know what is “broken”?

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Where are your opportunities?

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**What's your grade?**  
**Below a B?**

**We can tutor you to an A+!**



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