

Design Effectiveness Checklist

Consider each statement below for no more than two to three seconds. Place a check in the box if the statement is true for your marketing collateral.

WEBSITE DESIGN

- >>> Our company's website is easy to navigate
- >>> Our company's website has readable text and font size matches our target client
- >>> Our company's website colors and design matches our other marketing collateral
- >>> Our company's website is always current and up to date
- >>> Our company's website appeals to our target market
- >>> Our company's website compels the viewer to act on the follow up action it was intended for. (Example. If I have a website that is informational and I designed it to make my target clients call me for more information, then the follow up action is people calling me).
- >>> Our company's website is the appropriate size for standard screens
- >>> Our company's website immolates our corporate identity

If you have checked the majority of the boxes, then your marketing materials are effective. To improve effectiveness, focus only on the specific issues identified by the few boxes you did not check by calling Top Shelf Design.

If you checked only a few boxes, then your marketing collateral effectiveness may need significant improvement. Call Top Shelf Design today for a free 30 minute consultation.