

# User Experience Scorecard

Answer the following questions to determine the User Experience of your website.

Tally the total score of the dots you filled in the end.

No

Somewhat

Yes

## Our site is easy to navigate

Is getting around your website easy? Can users easily find the things they need the most?

1

2

3

## Our site directs users to action

Are CTAs (Call-To-Actions) prominent on your website? Is it easy to take action when you enter your landing page?

1

2

3

## Our site is easy and engaging to read

Are you using dynamic text sizes and editing copy for readability? Write with more simple sentences and include engaging images!

1

2

3

## Our site is well branded

Are the visuals and design on your website consistent with your brand? Have you established a style guide and followed it?

1

2

3

## Our site is responsive

Does your website adapt to mobile devices well? Find out how responsive your website is by downloading our *Responsive Web Design ScoreCard*

1

2

3

**TOTAL SCORE**

# User Experience Scorecard Results



## 1-8 PTS

Your website could be more user friendly with UXD to increase conversion rates.

Get help from a User Experience Design Pro and optimize your website to be more user friendly.



## 9-14 PTS

Your website is semi user friendly and has potential for improved UXD for high conversion rates

You're almost there! Get more tools from us to help make your website even more user friendly!



## 15 PTS

Congratulations! your website is user friendly and has the potential for high conversion rates.

How about evaluating yourself with the Customer Alignment Scorecard next to evaluate your website is the perfect conversion machine.



Want to score even higher?

[Get a free assessment](#)