



## Visible Firm Online Workshop: Build Your High-Performance Website

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*Your website can no longer be an online brochure. In today's market, your website is your most powerful marketing tool that serves as a thought leadership platform, a lead producer, and a powerful catalyst for growth.*

### **Instructions**

In this workshop, we will go through the five critical elements of a high-performance website. For each statement, select the number (on a scale from 1 to 10) that best represents your firm. There are two statements or anchor points for your reference that are associated with ratings of 1 and 10. For example, if your firm does not quite reach the 10 rating but you're close, you can give yourself an 8 or a 9.

There is also a notes section after each question. Here, we encourage you to jot down any ideas you have to improve upon your score and implement tactics you've learned throughout the workshop.

## Section 1: Messaging and Imagery

*Our website clearly states what we do, who we do it for, and why clients should choose us.*



**Our website clearly and succinctly tells visitors these three points.**

**Our website clearly and succinctly tells visitors these three points.**

**SCORE:**

Notes:

*Our website uses unique, non-cliché, professional images or illustrations.*



**Our website uses cliché images or illustrations.**

**All of our imagery is unique and professional.**

<b>SCORE:</b>	
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Notes:

## Section 2: Responsive Design

Our website is responsive.



Not responsive.

Fully responsive on all devices.

**SCORE:**

Notes:

## Section 3: Educational Content

*We have stock educational content.*



No stock content.

We have multiple pieces of stock content for each target client.

**SCORE:**

Notes:

*Our stock content has a place to live.*



Our stock content is homeless.

We have a library or resources section that is easy to find and well organized.

**SCORE:**

Notes:

*We are active on social media.*



We do not participate in social media.

We have a social media strategy and are active on multiple networks on a daily basis.

**SCORE:**

Notes:

*We guest post in other publications.*



We do not post in any other publications.

Our content is regularly published  
in other publications.

**SCORE:**

Notes:



*We publish videos.*



We do not publish any videos.

We publish videos on a regular basis.

**SCORE:**

Notes:

*We have a blog that is regularly updated.*



We do not have a blog.

We have a blog that we update at least weekly.

**SCORE:**

Notes:

## Section 4: SEO

*We conduct regular keyword research and implement our findings.*



We do not conduct keyword research.

We conduct keyword research frequently and use keywords in title tags, meta descriptions and within our content.

**SCORE:**

Notes:

*Our stock content titles and landing pages  
are keyword optimized.*



Not really.

Yes, both are completely optimized.

**SCORE:**

Notes:

*Our flow content is keyword optimized.*



No.

Yes, completely optimized.

**SCORE:**

Notes:

## Section 5: Offers and CTAs

*We include offers that move visitors through the funnel in our content.*



We do not include any offers in our content.

We include offers in all of our content.

**SCORE:**

Notes:

## Summary

*There are several critical elements of a high-performance, lead-generating website. Use this evaluation to determine which of these elements your website already contains and the areas that could be improved. Implement the tactics you learned in today's workshop to transform your website into your most powerful marketing tool.*

### About the Visible Firm<sup>SM</sup> Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Firm Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth firms ever conducted, the Visible Firm Program will ground your marketing in science and leverage your firm's expertise to draw in the right audiences.