



WEBSITE ASSESSMENT

Your website is your 24/7 marketing machine. If it's not converting visitors to customers, it's not doing its job. Red Rock's website assessment will help you gain a fundamental understanding of where your brand and business stands in its current digital state.

The **10-point website assessment** covers:

1. VALUE PROPOSITION

Does your website focus on you and your products, or does it address your customers and how to solve their problems? Does the website showcase your unique selling proposition and set you up as the obvious choice over your competition? Our simple methods will get you there.

2. LOGO

Symbols are vessels for meaning and the fastest form of visual communication known to man. A logo is one of the most common things that comes to mind when people think of branding. There's plenty more to a brand than a logo, but it's still crucial to get yours right.

3. COLOR

Color evokes emotion, style, and personality. Carefully chosen, distinctive colors will capture your business' spirit and differentiate you from the competition.

4. TYPOGRAPHY

Fonts are more than letter shapes — fonts are the characters behind your brand's character! Fonts can make all the difference in being perceived as a mass-market business or a high-end, premium brand. Red Rock will help you determine the fonts that convey your message, letter by letter.

5. IMAGERY

They say a picture is worth a thousand words. A video? A million. Pictures and videos tell a story — what story are yours telling?

6. BRAND VOICE

A strong brand not only has a message, it has a tone of voice. Think Apple vs. Dell, or iPhone vs. Android. Your brand's voice should attract raving fans — or repel non-ideal customers.

7. DESIGN

Like any other creative asset, design is highly subjective. Still, there's no denying that the overall look and feel of your website plays a pivotal role in attracting your customer base. Is your site effective and powerful, or is it

8. NAVIGATION

When it comes to website functionality, the smallest glitch can stop a would-be customer from taking the next step, whether it's signing up for your newsletter or making a purchase. Red Rock takes a look at your website's user interface to assess menu structure, layout, and navigability.

9. RESPONSIVE DESIGN

In today's phone and tablet-centered world, 50 percent of website visitors are browsing online via a mobile device. How does your website look — and perform — on screens large and small?

10. CALL TO ACTION

In order to convert visitors to customers, your website must have a clear purpose and simple choices. We'll help you identify what's working and where things get too complex.

\$499

Live or virtual

