

B2C Website Audit by Axies Digital

Score your website in 15 minutes

What is a good formula for a clear website message?

Your message should quickly communicate:

1. What you do
2. Who you help
3. Why it matters

For example: "We help busy parents get healthy, chef-prepared meals delivered weekly. Start your free trial today."

1. What you do - deliver chef-prepared meals weekly
2. Who you help - busy parents
3. Why it matters - healthy and quick

Score your website. Spot the gaps. Convert more customers.

1. First Impressions Win

Can users tell what you do and why it matters—within 5 seconds?

- a. Vague or generic headline. No clear message or CTA above the fold. (0 points)
- b. Some clarity—message is there but not punchy or immediate CTA is present but passive. (5 points)
- c. Clear headline, benefit-led subhead, strong CTA immediately visible. Passes the "5 second" test (10 points)

2. The Scroll Test

Does your homepage create momentum or friction?

- a. Content is cluttered, disjointed or overwhelming. No visual breaks. (0 points)
- b. The structure is OK, but some sections are flat or repetitive. Flow is inconsistent. (5 points)
- c. Smooth flow, logical narrative, strong visual hierarchy. Every scroll adds value. (10 points)

3. Video That Connects

Do you have an engaging, human video that builds trust fast?

- a. No video, or outdated/impersonal video buried on the page. (0 points)
- b. Video is relevant but not prominent or lacks emotional connection. (5 points)
- c. Clear, human video near the top. Explains value, builds trust, shows personality. (10 points)

4. Real Images, Real Impact

Are your visuals building trust—or breaking it?

- a. Obvious stock photos or minimal imagery. No emotional connection. (0 points)
- b. Some real images but mixed with generic stock. Inconsistent quality. (5 points)
- c. Authentic, high-quality images of your team, customers, and product results. (10 points)

5. Menu Made for Action

Is your navigation helping users take the next step?

- a. Cluttered menu, no visible CTA or contact option. (0 points)
- b. Menu is mostly clean, but CTA isn't obvious or how to contact isn't accessible. (5 points)
- c. Minimal menu, clear structure, CTA in top right and contact details easy to find. (10 points)

6. Own Your Personality

Does your brand voice stand out—or blend in?

- a. Generic, corporate tone. Could be anyone's site. (0 points)
- b. Some personal touches (e.g., a photo), but the voice lacks soul. (5 points)
- c. Distinct tone of voice, founder or team featured, brand feels human and unique. (10 points)

7. Calls to Action That Convert

Are your CTAs clear, persuasive, and placed often enough?

- a. One weak CTA or none at all. (0 points)
- b. Two or more CTAs, but not benefit-focused or placed poorly. (5 points)
- c. At least three compelling, benefit-led CTAs—above the fold, mid-page, and bottom. (10 points)

8. Copy That Cares

Are you speaking to the customer's world—or your own?

- a. "We, we, we" everywhere. Feature-heavy, dry copy. (0 points)
- b. Some benefit-led language, but inconsistent. Too much internal focus. (5 points)
- c. "You" focused, emotionally resonant, clear benefits. Strong storytelling throughout. (10 points)

9. Proof = Trust

Are you showing reasons to believe in your business?

- a. No testimonials, no reviews, no proof. (0 points)
- b. Some testimonials or logos, but not well presented or convincing. (5 points)
- c. Strong customer stories, real names and faces and reviews are integrated - trust built. (10 points)

10. Footer with Function

Is your footer working hard—or just filling space?

- a. Empty or missing footer. (0 points)
- b. Has basic info but feels cluttered or incomplete.
- c. Clean layout with contact info, navigation, legal links, and value-driven content links. (10 points)

Total Your Score

- Score 0-30 - Critical: Your site is holding back your marketing.
- Score 35-65 - Room to Grow: Strong foundation, but missing key conversion tools.
- Score 70 - 100 - Conversion Ready: Your site is working with your marketing—not against it.

What Next?

You've just taken an honest look at your website—and that's not always easy. Whether you scored high or identified some gaps, the real value is in knowing where you stand.

A good website brand is foundational, but it's only part of the picture. How your brand shows up in search results, paid campaigns, and email inboxes determines whether people actually find you.

If you're wondering whether your marketing is working as hard as your brand could allow it to, we'd be happy to take a look—no strings attached.

We offer a free straightforward marketing audit. It's a conversation, not a pitch. You'll walk away with clear insights, whether you work with us or not.