

Website Content Self-Assessment Report Card

Place the correct point value to the left of each question, tally and reflect on your score. This is not an exhaustive list but it starts the evaluation and improvement process in the effort to stand out, appeal, and grow leads and calls.

Imagery That Engages

- ___ Celebration-of-Life oriented service ideas – e.g. chapel decked out in some way, image of family/friends inside or outside (in parking lot/on lawn) engaged in activity:
7 pts for three+ pictures, 5 pts for two pictures, 3 pts for one picture
- ___ Website appearance/styling: 5 points for “Responsive or 3 points for desktop website with separate mobile site
- ___ Chapel/meeting room space
3 pts if bright, well-lit, maybe with people; 1 pt if modestly well-lit; -1 pt for darker-looking images
- ___ Other rooms: e.g. visitation, arrangement, children’s, entry way, etc.
3 pts if bright, well-lit, maybe with people; 1 pt if modestly well-lit; -1 pt for darker-looking images
- ___ Staff: 3 pts for mostly smiling faces, good image quality; 1 pt if some images present

Information That Impacts – pages specifically describing or offering:

- ___ 3 pts – “Celebration of Life” options
- ___ 3 pts – Chapel amenity/capacity descriptions, including audio/video capacity
- ___ 3 pts – Special things we offer/included benefits
- ___ 2 pts – Online form submission capacity e.g. Vital Stats, Cremation Authorization
- ___ 2 pts – What sets us apart/why choose us
- ___ 3 pts – Packages with or without prices/ranges
- ___ 3 pts – Memorialization video and print products, options and services
- ___ 3 pts – Video testimonials
- ___ 2 pts – Catering options/recommendations, contact +1 pt for menus, +1 pt appealing pictures

Information That Influences

- ___ 1 pt for each of the following your website has, + 1 pt per page with a relevant picture:
 - Full contact info at top of Contact Us page above form
 - Map/directions to your facility
 - Testimonials
 - Phone # on home page
 - Cremation code of ethics
 - “How to” info pages (compose eulogy, etc.)
 - About Us / History page with meaningful content
 - Aftercare
 - Downloadable planning guide
 - Parking lot description
 - Handicap accessibility description
 - Estate planning
 - Medicaid spend down

Detractors

- ___ Minus points for use of offensive words or jargon: Remains -4, Deceased -1, At-Need -1, Preplan -1

Scoring

___ Your Total / 60 points possible