NuSpark Media Group

WEBSITE ASSESSMENT CATEGORY: GENERAL B2C/DTC

ELEMENT	ASSESSMENT
USER INTERFACE	• **Consistent and Engaging Visual Design:** Use consistent branding, attractive color schemes, and readable fonts. • **Clear Visual Hierarchy:** Guide visitors through your site with strategic layout designs. • **High-Quality Images and Videos:** Use media effectively to engage users.
VALUE PROPOSITION	• **Prominent Placement:** Feature your value proposition prominently on your homepage, ideally above the fold so it's one of the first things visitors see. • **Clear and Concise Language**: Use straightforward language that clearly articulates the benefits of your products or services. • **Unique Selling Points (USPs)**: Highlight what sets your products apart from competitors, whether it's quality, price, innovation, or a unique aspect of your service.
HOME PAGE CONTENT	• **Engaging Headline:** Clearly state what you offer, with an emphasis on the value proposition. • **Subheadline:** Further elaborate on your headline, focusing on key benefits. • **Primary CTA:** A clear call-to-action that leads to the lead form or primary conversion goal
PRODUCTS/SERVICES	• **Feature Listing:** Clearly list the features of your products/services. • **Benefits for Each Feature**: Explain how each feature benefits the user. • **Outcome Expectation**: Describe the positive outcome or end result for the user. • **Supporting Images/Videos**: Visuals that complement the text and showcase the product/service in action.
TRUST & CREDIBILITY	• **Customer Testimonials:** Real customer experiences that highlight specific benefits. • **Case Studies:** In-depth stories showing how your product/service helped others. • **Clear Contact Information**: Make it easy for visitors to get in touch or find more information.
BLOG AND RESOURCES	• **Informative Articles**: Address common questions and topics related to your niche. • **How-to Guides:** Help users understand how to make the best use of your offerings. • **Industry Insights**: Share expertise and establish authority in your field.
CONVERSION OPTIMIZATION	• **Clear Lead Form Description:** Explain the purpose of the form and what the user can expect after submitting it. • **Prominent and Persuasive CTAs:** Make your CTA buttons stand out and encourage action. • **Action-Oriented CTAs:** Use verbs that encourage action (e.g., “Get Started”, “Learn More”).