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9 Ways to Evaluate Your Webpage Sales Funnel

1. What does it look like from the homepage?
Is it accessible and inviting? Is it easy to identify and locate?

2. Are the right people finding the right offers?
Does your page indicate clearly who your product or service is for (or not for)? If you offer several tiers or options, is there a chooser?

3. Is the offer clear?
Is it removing distractions? Does it point to doing one thing? Does it have social proof (testimonials / case studies)? Does it have all the elements someone would need to make a decision?

4. Is there the option to contact you if something is missing?

5. When people do contact you or take the option that you want them to take, do you have a nice thank you page?
Does the thank you page offer and explain - perhaps by video - next steps and tell clients what to expect?

6. Do you have a good diagnostic survey?
Does it ask for all the relevant information you need to qualify or assist your prospect?

7. Do you have all the right visual elements?
Is all the crucial information first needed by a prospect above the fold? Is there a call to action button? If useful, do you have a video introducing your product or service? Are there no links or video players leading away from the page?

8. Are you proposing in a way that's likely to increase your chance of getting an order?
Does it take the client's needs properly into consideration, express things clearly and offer an action plan you know gets results?

9. Are things running smoothly in terms of expectations set, who people are dealing with, what they're actually doing?
Have you defined the scope of your service - what is and isn't covered - and avoided becoming the only person customers want to speak with?

See a sample sales funnel by studio1design.com