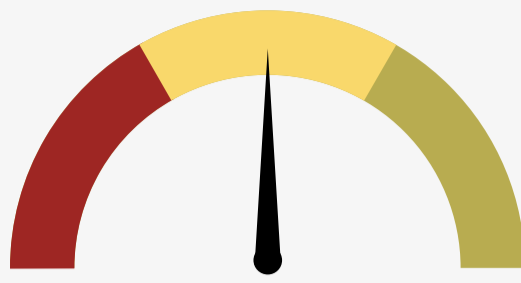


# Moderate Performance. Hidden Gaps Holding You Back.



Health Score:

## 65-84%

Your website shows promise—but gaps in clarity, usability, or consistency may be costing you leads and engagement. With targeted improvements, you can create a stronger user experience and a higher-performing digital presence.

### Here's what your score reveals.



#### Brand Alignment.

Your site reflects your brand in some ways—but mixed messaging or visual inconsistencies may be diluting impact.

✦ Aligned



#### Conversion Strategy.

Calls to action may be missing, weak, or misaligned with user needs—creating friction that hinders conversion.

● Mid-performing



#### User Experience.

Users may encounter dead ends, confusing navigation, or mobile frustrations that interrupt their journey.

⚠ Inconsistent



#### Visual Consistency.

Inconsistent design elements—fonts, colors, layouts—may undermine trust and professional perception.

⚠ Inconsistent



#### Technical Foundation.

Slow load times, SEO gaps, or unaddressed security risks could be hurting both search rankings and user experience.

● Mid-performing

#### Strategic next steps.


### Strengthen consistency, simplify your user experience, and close performance gaps.

Focus on tightening your brand presentation and removing friction points across your site. By improving technical basics and aligning your calls to action with user intent, you'll build a more seamless, conversion-ready experience that amplifies your brand.



- 1 Refine your visual consistency.**  
Standardize your color palette, fonts, and button styles across all templates to reinforce your brand identity.  
[See how design trends influence consistency](#)
- 2 Fix page speed and performance gaps.**  
Identify load time issues using SEO tools and optimize accordingly.  
[See the SEO checklist](#)
- 3 Simplify mobile navigation.**  
Streamline menus and page layouts for a better mobile experience. Use mobile-specific design adjustments to reduce friction.
- 4 Strengthen calls to action site-wide.**  
Audit your CTAs for clarity, relevance, and placement. Make sure every page leads users toward a meaningful action.
- 5 Boost your content quality and reach.**  
Begin measuring what matters and adjust based on real insights.  
[Use this content checklist](#)

### How to do it?



**Need help turning insight into action?**

Book a [free 30-minute consult](#) for a website audit, design review, or digital strategy support.

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