

Is your web content working for you? Find out in 60 seconds.

Open the front page of your website. Imagine you're a first-time visitor who has found the site via a Google search. See if you can answer these three questions in 30 seconds, **without scrolling**:

- 1. What do these people do?**
(Or: what **specific** need do they address?)
- 2. What do they want *me* to do?**
(Buy something? Contact them for an appointment? Sign up for a newsletter? Click through to the next page?)
- 3. What's in it for me?**
(A benefit not a feature)

If you can answer all three questions, congratulations. Your website is **already** working harder for you than most of your competitors' sites!