# 5 Minute website value assessment

This is not about design. It is about whether owners see your value or default to price. As you go through each section, check the boxes that are clearly true. If it is not a confident yes, leave it unchecked.

## 1. First Impression
### Am I in the right place?

☐ It is immediately clear who you serve

☐ Your value proposition is specific, not generic

☐ You clearly stand apart from competitors

☐ You are not leading with price or discounts

**If this is unclear, owners default to comparing options on price.**

## 2. Communicating value
### What am I paying for?

☐ You explain what makes your approach different

☐ You highlight outcomes, not just tasks

☐ You show proof such as reviews, results, or examples

☐ Your messaging builds trust and authority

**If this is missing, your service feels interchangeable.**

## 3. Trust and risk
### Will this protect my investment?

☐ You explain the risks you help owners avoid

☐ You position yourself as a long-term partner

☐ You address common concerns proactively

☐ Your brand feels credible and professional

**If this is weak, owners become cautious and more price-sensitive.**

## 4. Pricing and positioning
### Is this worth it?

☐ Pricing is framed around value, not just cost

☐ You explain why you charge what you charge

☐ Your messaging supports a premium position

☐ You are not attracting purely price-driven clients

**If this is unclear, owners evaluate your fee without context and lower price wins.**

# How'd You Score?

Count how many boxes you checked.

## 0 to 11

### Your website may be working against you when it comes to attracting the right clients. If your value is not obvious, owners compare based on cost.

PMW will walk through your site with you and show where you are losing perceived value and, even better, how to fix it. Book your free website value audit.

## 12 to 16

### You are doing better than most. Your website is communicating value, not just services.

**Now all you need is the right marketing strategy.**

From PPC to AI-driven optimization and powerful lead generation tools, PMW will ensure your website is not just communicating value, but actually being seen by the right people. Book a demo to see how we do it.