Group Website Evaluation Worksheet

Group Members:

Website:

|  |  |
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| **Keys to a Client-Attracting Website** | **Group Evaluation of this Website** |
| **BEAUTIFUL** |  |
| What is your overall impression? |
| Does it showcase the human-animal bond? |
| Is it warm and inviting? |
| **SIMPLE** |  |
| Can you find the information you need? |
| Do you know what you should do next? |
| **EFFECTIVE** |  |
| Is there a clear call to action? |
| Is there a reason to return to your website in the future? |