

Review your website through Clarity, Trust, and Journey.

A shorter self-assessment for small business, local business, and personal brand websites. Use it to quickly check whether your website feels clear, trustworthy, and easy to act on.

What this is

A practical self-review tool you can complete quickly using the same three-lens method used across the site.

What this is not

This is a self-assessment tool, not a full technical SEO, accessibility, security, or conversion-rate optimisation audit.

Your Website: _____ **Date:** _____

HOW TO USE IT

Score each statement from 1 to 5.

- 1 = weak
- 2 = needs work
- 3 = partly true
- 4 = mostly true
- 5 = strong

Answer from a first-time visitor's point of view.

PILLAR 1

Clarity

Can visitors quickly understand what you do and who your website is for?

#	Clarity check	Score (1-5)
1	My homepage makes it clear what the business offers.	_____
2	A first-time visitor can quickly tell who this website is for.	_____
3	My main headline is specific rather than vague.	_____
4	My key services, offers, or pages are easy to find.	_____
5	The wording on the site feels easy to understand.	_____
6	Important information is not buried or scattered.	_____

Clarity subtotal: ____ / 30

One quick note

What feels most unclear right now?

PILLAR 2

Trust

Does the website give visitors enough confidence to keep exploring?

#	Trust check	Score (1-5)
1	The website looks current, cared for, and believable.	_____
2	There are clear signs that a real person or real business is behind the website.	_____
3	Visitors can easily find contact details or a way to reach out.	_____
4	The site includes proof such as testimonials, reviews, case studies, or examples.	_____
5	The About page or business story helps build confidence.	_____
6	The website avoids obvious broken, outdated, or neglected areas.	_____

Trust subtotal: ____ / 30

One quick note

Where might visitors still hesitate?

PILLAR 3

Journey

Does the website make the next step feel clear and easy?

#	Journey check	Score (1-5)
1	There is a clear next step on the homepage.	_____
2	Calls to action are visible and easy to understand.	_____
3	Visitors can move from homepage to service or contact information without friction.	_____
4	Important actions do not require too many clicks or too much searching.	_____
5	The website works reasonably well on mobile.	_____
6	Buttons, forms, or contact options feel easy to use.	_____

Journey subtotal: ____ / 30

One quick note

Where could someone get stuck or lose momentum?

SCORE SUMMARY

Clarity	___ / 30
Trust	___ / 30
Journey	___ / 30
Total	___ / 90

WHAT YOUR SCORE SUGGESTS

72 - 90: Strong foundation

Your website likely feels reasonably clear, trustworthy, and easy to act on.

45 - 71: Good base, with gaps

Some parts may still create hesitation. Focus first on your lowest-scoring pillar.

Below 45: Needs attention

Start with a clearer message, stronger trust signals, and one obvious next step.

YOUR TOP 3 PRIORITIES

1. _____

2. _____

3. _____

FRESH OUTSIDE PERSPECTIVE

Want a second opinion after your self-review?

You can request a Basic Website Audit through **The Tortoise Digital Explorer**. I review websites through **Clarity, Trust, and Journey** and share a **focused PDF audit with practical observations**.

The audit is currently in an early-stage validation phase, with the scope and arrangement confirmed before starting.

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