

WEBSITE ANALYSIS

Does my website have information on all my releases and impending new releases?

Yes No

Is it incredibly easy for readers to sign up to my e-newsletter?

Yes No

Is there information on appearances and events, and is it up-to-date?

Yes No

Is my website mobile-friendly?

Yes No

Does my website contain links to all my social media channels?

Yes No

Is the design simple, and does it reflect my brand and genre/s?

Yes No

NOTES: _____

What page of my website do people spend the most time on? _____

How long does the average person spend on my website? _____

What percentage of my e-newsletter sign-ups come from my website form? Is this consistent with how many people visit that page?

What would I like to improve about my website in the months to come—and **when** will I actually do this?
