



STORYTELLERS BY DESIGN

FREE WORKSHEET · 2026

# The 11-Point Website **Story** Audit

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Eleven yes-or-no questions. Ten minutes. A clear read on whether your website is telling your story, or getting in its way.



# Open your site on your phone. Be honest.

Half of these questions are about story, half are about craft. A site can pass one half and fail the other; that's the most common pattern we see, and the easiest to fix once you can name it.

## PART ONE • STORY Does the site say what matters?

- ☐ **01** A stranger can tell who you serve within five seconds.  
Not what you sell. Who it's for, and what changes for them.
- ☐ **02** The headline names a human truth, not a feature list.  
"We help families sleep" beats "Full-service financial solutions."
- ☐ **03** There is exactly one obvious next step on the homepage.  
Three buttons of equal weight is zero buttons.
- ☐ **04** Your About page says why the work matters.  
Founding year is a fact. A reason is a story.
- ☐ **05** Real people appear: faces, names, places.  
Stock photos of handshakes tell your visitor you didn't show up.
- ☐ **06** Every page ends with a specific invitation.  
"Learn more" isn't an invitation. "Book a 20-minute call" is.

## PART TWO • CRAFT Does the site hold up?

- ☐ **07** It loads in under three seconds on a phone.  
Test it on cellular, not office Wi-Fi. Half your visitors are on a phone.
- ☐ **08** Body text is readable without pinching.  
16px minimum, real contrast, generous line height.
- ☐ **09** Someone updated it in the last 90 days.  
A stale site reads as a closed shop, to people and to search engines.
- ☐ **10** Every form, link, and button works. You tested them this month.  
Broken contact forms are the most expensive silence in business.
- ☐ **11** You know who to call when it breaks, and they answer.  
If the answer is "my nephew," that's a risk, not a plan.

### Your score, out of 11.

Score updates as you check or uncheck. Then turn the page.

Use Adobe Acrobat Reader; other viewers may require a manual count.



## Reading the result

There's no failing grade. There's only a clear picture of where the story is leaking, and what to do first.

### 10–11

#### WORKING

#### The story is doing its job.

Protect it. Put a recurring 90-day review on the calendar, keep the people and places current, and re-test speed each time you add a plugin or a page.

### 7–9

#### CLOSE

#### A few decisions away.

Look at which part you missed. Missed story points mean the words need a rewrite before the design does. Missed craft points are usually a week of technical cleanup, not a rebuild.

### 0–6

#### HOLDING YOU BACK

#### The site is costing you customers.

Visitors are arriving, not understanding, and leaving. Fix in this order: who you serve, the one next step, page speed, then everything else. Don't redesign until the first two are settled.

*You shouldn't have to become a web expert to run your business.*

11:11 Designs handles the strategy, the build, the hosting, and the 2 a.m. plugin update, so you can stay focused on your customers. Concierge web design, from story through release.

**Tell us what the story needs to do**

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