

Brands and messaging that move people.



How Hard is Your Website's Messaging Working?

A Diagnostic Guide

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Hi.

Your website isn't just a digital brochure—it's your storefront, sales rep, and brand ambassador all rolled into one.

The right words don't just inform—they move people. They move prospects from awareness → engagement → decision.

This guide gives you a simple diagnostic. Under each stage, ask yourself these questions. The answers reveal how well your site resonates—not just on the surface, but at deeper levels: surface, emotional, behavioral, and lasting.



1. Awareness: Do People Notice and Understand You?

Surface Resonance → First impressions, clarity, recognition

Diagnostic Questions

- Can a visitor instantly tell what you do and who you do it for within 5–10 seconds?
- Does your headline clearly state a value, not just a vague tagline?
- Are your visuals and words aligned, or do they send mixed signals?
- Is your unique difference obvious compared to competitors?

Why It Matters

At this stage, clarity is everything. Visitors are scanning, not reading. If your message doesn't resonate on the surface, you lose them before they ever engage.

2. Engagement: Do People Lean In and Explore?

Emotional & Behavioral Resonance → Curiosity, trust, interaction

Diagnostic Questions

- Does your copy speak to your customer's pain points and desires—not just your features?
- Is your story relatable and human, or does it read like corporate jargon?
- Do you use headlines, subheads, and calls-to-action that naturally pull readers deeper?
- Are your testimonials, case studies, or examples woven in to build credibility and trust?
- Does your site invite interaction (clicking, scrolling, subscribing), or does it feel static?

Why It Matters

Engagement comes from emotional resonance. If your words don't feel true or don't connect to what matters most to your audience, they won't stick around.



3. Decision: Do People Take Action?

Behavioral & Lasting Resonance → Confidence, alignment, loyalty

Diagnostic Questions

- Is your main call-to-action (CTA) clear, visible, and compelling on every key page?
- Do you reduce risk with guarantees, proof, or next-step clarity?
- Does your language remove friction—making it easy to say 'yes'?
- After visiting your site, do people remember your message a day or week later?
- Would someone feel confident enough to recommend your business based on your site alone?

Why It Matters

Decision is where resonance becomes lasting. A site that truly works for you doesn't just capture clicks—it builds confidence, creates alignment, and sparks referrals.

Closing Thoughts

So, how hard is your website working? Whether you sell to consumers or businesses . . .

- If you lost people at **Awareness**, your clarity needs sharpening.
- If you lost them at **Engagement**, your story needs to resonate emotionally.
- If you lost them at **Decision**, your calls-to-action and proof need strengthening.

The good news? Every gap is fixable with the right words.

I help solopreneurs and small business owners shape their website language, messaging and storytelling that resonates—on the surface, emotionally, behaviorally, and in ways that last.

If you'd like to move more customers from awareness to action, let's connect.



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