

The Website Narcissism Audit

We tend to write more about what we do than what we provide our customers.
That gap can mean losing a sale.

Step 1: Print Your Web Page

- Print the full page, from top to bottom.
- Include all text and images for a full picture.

Step 2: Mark It Up

Circle company-centric words and underline customer-centric words.

Company-Centric Words

We
Our
Us
Company Name or abbreviation

Customer-Centric Words

You
Your
You'll

Step 3: Calculate Your Ratio

"We" words (circled): _____

"You" words (underlined): _____

Me words ÷ You words = _____ : 1

Step 4: Score It

- *Under 1:1* - Customer-focused. Nice work.
- *1:1 to 2:1* - Borderline. Worth a closer look.
- *3:1 or higher* - Full narcissist. Time for a rewrite.

Step 5: Connection Check

Go through the circled "we" sentences and ask: does this tie to something the customer gets? If yes, leave it. If no, cut it or rewrite it so it does.

Example: "We manufacture our products in-house" becomes "Our products are manufactured in-house, so you get consistent quality on every order."

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Want A Second Set Of Eyes?

Get a full copy audit and messaging strategy for your website, turning company-centric language into words that speak to your customer.

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