THE SIGNAL BEGINS HERE.

THE 10-POINT SPEAKER WEBSITE AUDIT

Why Event Planners Are Bouncing (And How to Fix It)

BY MW DESIGNS INC.

The Checklist

MW Designs Inc.

- [ ] **1. The 3-Second "Above the Fold" Test**
  Does your homepage clearly state exactly who you help and the transformation you provide before the user even scrolls down? (e.g., "Helping Corporate Teams Master Resilience" instead of just "Hi, I'm John").

- [ ] **2. The Sizzle Reel Dominance**
  Is your speaker demo reel the focal point of your homepage? Planners buy with their eyes and ears. Your reel should be high-quality, easily playable, and prominently featured—not buried on a secondary page.

- [ ] **3. The "Stage Authority" Photography**
  Are you using professional, high-resolution photos of you actually speaking on stage in front of a crowd? (Headshots are great, but stage shots prove you are a working pro).

- [ ] **4. Outcome-Driven Speaking Topics**
  Do your signature talks list specific, tangible takeaways for the audience? Planners don't buy "topics"; they buy solutions to their organization's problems.

- [ ] **5. The "Trust Banner" (Logos & Social Proof)**
  Do you have a clear banner displaying the logos of companies you've spoken for or media outlets you've been featured in? Instant visual proof is non-negotiable for high-ticket fees.

- [ ] **6. Frictionless "Book Me" CTA**
  Is there a clear, obvious "Book [Your Name]" or "Check Availability" button in your top navigation menu and scattered throughout the page? Don't make them hunt for a generic contact page.

- [ ] **7. The Event Planner's Dream Form**
  Does your contact form ask the right qualifying questions? (e.g., Event Date, Estimated Audience Size, Budget Range). This qualifies your leads and saves everyone time.

- [ ] **8. Easy-Access Digital Assets**
  Can event planners easily find and download your Speaker One-Sheet (Media Kit), high-res headshots, and stage introduction directly from your site?

- [ ] **9. Video Testimonials (Not Just Text)**
  Text testimonials are good; video testimonials from event organizers saying, "They were the best speaker we've ever had," are pure gold. Do you have them?

- [ ] **10. Flawless Mobile Experience**
  Does your website load instantly on a phone? Is the text easy to read without zooming? Event planners are often scouting speakers on the go from their mobile devices.

How Did You Score?

The Diagnosis

Tally up your checked boxes from the previous page. Here is what your score means for your speaking business:

8-10 Checked

You have a solid foundation! Now it's time to scale your traffic and dial in your digital strategy to command higher fees. Your website is doing its job, but there is always room to optimize for premium positioning.

5-7 Checked

You are leaving gigs on the table. Event planners are interested, but your digital positioning isn't closing the deal. You have the talent, but your website is creating friction that causes planners to hesitate.

0-4 Checked

Emergency. Your website is actively costing you money and damaging your perceived authority. Event planners are bouncing to your competitors because your digital presence doesn't match your stage presence.

Ready to Build a Booking Machine?

Stop losing high-ticket gigs to speakers with better websites. Let MW Designs Inc. transform your digital presence into an unrivaled, premium experience.

UPGRADE YOUR WEBSITE TODAY