


Test the clarity of your positioning with a 10 point diagnostic

It's one thing to define your positioning – it's another to clearly translate that positioning through the messaging and visuals of your website. Run through this 10 point diagnostic and see if there are any weak spots that need shoring up.

	Element		Criteria	
1.	Target Customer	→	Does the content call out the target customer for the brand	<input type="checkbox"/>
2.	Business Category	→	Does the content call out the category the brand operates in	<input type="checkbox"/>
3.	Offering Definition	→	Does the content describe in detail what the product or service is	<input type="checkbox"/>
4.	Differentiated Value	→	Does the content articulate differentiated value of the brand compared to competitors	<input type="checkbox"/>
5.	Clear Benefits	→	Does the content include customer benefit-focused words or phrases	<input type="checkbox"/>
6.	Concrete Claim	→	Does the content make a concrete claim about the value or impact the brand delivers	<input type="checkbox"/>
7.	Engaging Message	→	Does the content crystallize the value of the brand with evocative words or phrases	<input type="checkbox"/>
8.	Concise Message	→	Is the content concise and could it be easily consumed and understood within seconds	<input type="checkbox"/>
9.	Vague Words	→	Does the content avoid vague or ambiguous words or phrases	<input type="checkbox"/>
10.	Industry Jargon	→	Does the content avoid industry or technical jargon or phrases	<input type="checkbox"/>



If your **positioning is clearly communicated** on your website you should be able to check off **at least 8** of these