

Reader Flow Review Sheet

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Help Readers Move From One Useful Page to the Next

Use this review sheet to check whether a blog post, page, or key section gives readers a clear path forward.

A page can answer the reader's question and still lose them if it gives no clear place to go next.

This tool helps you spot dead ends, unclear endings, weak internal links, confusing page paths, and places where readers are given too many choices at once.

Review one page at a time.

Use this sheet to make the next step easier to notice, choose, and follow.

Page or Post Being Reviewed

Page or Post Title:

URL:

Date Reviewed:

Main Purpose of This Page:

What should this page help the reader understand, decide, or do?

Best Next Step for the Reader:

After reading this page, what would help the reader continue?

1. Page Ending

Does the page end with clear direction?

Check:

- The page does not stop suddenly
- The ending connects back to the main topic
- The reader can see what to do next
- The next step fits what they just read
- The final call-to-action is easy to understand

Notes:

Improvement needed?

Yes / No

Possible fix:

2. Internal Links

Do the internal links help the reader continue?

Check:

- Related posts are linked where they help
- Links appear at natural points in the content
- Anchor text explains what the reader will find
- Linked pages still feel current and useful
- Links support the next step instead of distracting from it
- The page is not crowded with too many links

Notes:

Improvement needed?

Yes / No

Possible fix:

3. “Read Next” Suggestions

Does the page suggest another useful article, guide, or resource?

Check:

- The page includes a simple “Read Next” section if needed
- Suggested posts match the current topic
- Suggestions continue the reader’s thought process
- The section gives only a few strong options
- Suggested links are still current and relevant

Notes:

Improvement needed?

Yes / No

Possible fix:

4. Category and Menu Fit

Is this page easy to find within the blog structure?

Check:

- The page belongs in the right category
- Category names are clear
- Menu labels are easy to understand
- The page connects to the larger topic area
- New readers can tell where this page fits
- Important pages are not buried too deeply

Notes:

Improvement needed?

Yes / No

Possible fix:

5. Competing Actions

Does the page ask the reader to do too many things?

Check:

- The main next step is clear
- Signup forms, product links, buttons, and related posts do not compete too much
- The page does not feel crowded with calls-to-action
- The most useful action stands out
- Secondary actions support the page instead of pulling attention away

Notes:

Improvement needed?

Yes / No

Possible fix:

6. Reader Stage

Does the next step match where the reader is in the process?

Check:

- Beginner readers are not pushed too far ahead
- More advanced readers are not sent back to content they have likely outgrown
- The next step fits what the page just helped them understand
- Recommended links, resources, or offers feel properly timed
- The page gives enough context before asking for action

Notes:

Improvement needed?

Yes / No

Possible fix:

7. Homepage or Main Page Flow

Use this section only if you are reviewing a homepage, Start Here page, category page, or resource page.

Does the page help readers choose where to go?

Check:

- The page explains who it helps
- The main sections are easy to understand
- The first action is clear
- Important content is easy to find
- The page does not try to show everything at once
- New readers can see where to begin

Notes:

Improvement needed?

Yes / No

Possible fix:

Reader Flow Summary

After reviewing the page, complete this summary.

Strongest flow point:

Weakest flow point:

Main dead end or confusion point:

Best next step to add or improve:

Reader Impact

How might the current flow issue affect the reader?

- The reader may leave after one page
- The reader may miss a useful related article
- The reader may not see the signup offer
- The reader may not understand which action matters most
- The reader may feel overwhelmed by too many options
- The reader may be sent to content that does not match their stage
- Other: _____

First Flow Fix

Choose one fix to make first.

Keep it simple and connected to the reader's next step.

First fix to make:

Why this fix matters:

Fix type:

- Quick Win
- Deep Fix
- Leave for Later

Follow-up needed:

Simple Flow Fix Ideas

Use these ideas if you are not sure where to start:

- Add one related internal link
- Add a “Read Next” section
- Rewrite the ending CTA
- Remove one distracting button or link
- Move a useful link closer to the relevant section
- Update a category label
- Add a clearer starting point on a main page
- Replace a random next step with a more relevant one

Choose the fix that helps the reader continue with less effort.

Review Complete

Good reader flow does not force people through your blog.

It makes the next useful step easier to find.

Use this sheet whenever a page feels helpful but leaves readers with nowhere clear to go.