

Website Grading: Can your website last the year?

How to use the tool: For each dimension, give your site a grade. Then describe the business benefit that would occur if the grade "magically" became a perfect A+. For example, "20 leads weekly resulting in a sales increase of \$200,000 each year" might be how you answer the first dimension. While achieving this may require a complete redesign/redevelopment, is there a quick fix that can make a slight improvement now? If so, note it in the final column. An example: "Add a lead generation form to the site's home page."

Next, look at the grades you gave yourself, and calculate your average:

A average: Congratulations – your website can serve you well for the next few years. Focus on building your social profile, to drive engagement beyond the site.

B average: Room for improvement, but still very good. Consider a new site only if competition is intense, or if one of the dimensions is a show-stopper (eg compliance with legislation, integration with CRM or ERP, etc)

C average: No one likes working for an "average" organization, and a "C" website signals that your organization is precisely that. Shine the site up with some quick fixes in the short-term, but the site really should be replaced to help regain competitive advantage.

D average: Quick fixes may provide some breathing room, but do limit this investment, as the site should be replaced as soon as possible.

F average: This is a failing grade. Replace the site immediately – but also consider your marketing strategy: Is there a gap that allowed the site to reach this point?

Dimension	Grade (circle response)	If the grade were perfect, the business benefit would be:	Is there a Quick Fix? (Describe)
1) Does the website achieve it's goals? (eg leads, sales, registrations, service)	A B C D E F		<input type="checkbox"/>
2) Rate your site relative to the competition	A B C D E F		<input type="checkbox"/>
3) Is the Blog separate from the website or is it completely integrated.	Integrated (A) Separate (F)		<input type="checkbox"/>
4) What type of Content Management System do you use?	WordPress (A) SharePoint (B) Drupal/Joomla (C) Anything else (F)		<input type="checkbox"/>
5) Quality of images? (Dated? Stock photos?)	A B C D E F		<input type="checkbox"/>
6) Are users engaged on the site, or do they land then leave. (Check your web analytics)	A B C D E F		<input type="checkbox"/>
7) Mobile and Tablet version of the site?	Yes (A) No (F)		<input type="checkbox"/>
8) Website reflects and amplifies Brand?	A B C D E F		<input type="checkbox"/>
9) Integration with CRM and/or ERP systems.	A B C D E F		<input type="checkbox"/>
10) AODA/Accessibility compliance	Yes (A) Not applicable (C) No (F)		<input type="checkbox"/>
11) Search engine rankings?	A B C D E F		<input type="checkbox"/>

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