



Complete the following quiz and score your answers to find out where you fit. Scores are available at the end of the quiz.
Note: **Each question should have only one score number per question.**

1. Is your website currently meeting the needs of your primary audiences?
- A. Yes, the site meets all of the needs of our primary audiences.
 - B. The website meets some of the needs of our primary audiences.
 - C. No, the website does not meet the needs of our primary audiences.
 - D. We have not considered the audiences in the development and design of the website experience.

YOUR SCORE

2. Are you able to effectively and efficiently update all aspects of your website that should be fresh on a consistent basis?
- A. Yes, we are able to manage the information, content and functions that are more important in our web experience.
 - B. We are able to manage some, but not all, of the areas that need to remain fresh on the site.
 - C. Our inability to manage aspects of our website negatively impacts our business in terms of communicating, marketing and meeting time to market needs.
 - D. No, we are not able to update our website – however, it does not need to be updated on a regular basis.

YOUR SCORE



3. Are you currently tracking and measuring activity on your website?
- A. Yes, we have a full set of reports that we monitor and analyze on a regular basis.
 - B. We have some reporting, but we do not often review or consider it when managing the site.
 - C. No, we do not have any visibility on the activity that takes place on our website.
 - D. We see no need to review or use reporting on the website.

YOUR SCORE

4. Are you able to convert visitors on the major goals within your website?
- A. Yes, we are able to convert our visitors to the areas of the site that hold the most value for our business and for our customers.
 - B. Sometimes. We are able to convert some visitors, but not as many as we would like or expect to.
 - C. No. Our conversion rates are not what they should be and we need to address it.
 - D. We don't measure conversions.

YOUR SCORE

5. Does your website represent your brand and your position in the marketplace adequately?
- A. Yes, our brand is represented in a consistent manner and our positioning on the site reflects where we are in the marketplace.
 - B. Mostly. We could do a few things to strengthen the overall branding and positioning, but the site is 80% on target.
 - C. No. Our website and our brand are not aligned, and we are not positioned correctly from a market perspective.
 - D. We don't aim to align our brand and our website.

YOUR SCORE



6. Would you like to provide additional features and functionality on the website?
- A. Minor updates, yes. It would be an extension of what we currently have on the site.
 - B. We would like to add a few additional major functions to the website.
 - C. Yes, we would like to completely overhaul the features of the website and come out with something new in most areas of functionality.
 - D. We don't provide any functionality on the website – we mainly focus on content.

YOUR SCORE

7. Would you like to provide additional content on the website? Content includes: text, videos, audio clips, downloadable documents, images?
- A. Minor updates, yes. It would be an extension of what we currently have on the site.
 - B. We would like to add a few additional content areas or content types to the website.
 - C. Yes, we would like to completely overhaul the content of the website and come out with something new in most areas.
 - D. Our website is mainly transactional, not content based.

YOUR SCORE

8. Does your website effectively meet your online sales and/or ecommerce needs?
- A. Yes. We are able to make sales online or get sales leads into our sales force effectively.
 - B. Somewhat. We are able to part of what we need to do in relation to selling and transacting business online.
 - C. No – our website does not aid us in selling or enabling ecommerce transactions online.
 - D. Our website is not focused on selling or online transactions.

YOUR SCORE



9. Is your website meeting your customer service and business operational needs?
- A. Yes. Our site aids our current and potential customers with their service needs.
 - B. Somewhat; the website is able to meet about 50% of our service and operational.
 - C. No, the website does not support the service or operational aspects of our business even though we need it to.
 - D. Our website is not needed for customer or operational support.

YOUR SCORE

10. Do you regularly receive feedback from your customers, prospective customers or other website visitors about your website?
- A. Yes – the feedback is generally positive; visitors find the site helpful and easy to use.
 - B. Sometimes – we get feedback that is both positive and negative. We can use this feedback to make improvements to our site.
 - C. Yes – the feedback generally indicates that the website is not easy to use and does not provide the information or functionality that our customers or prospects expect.
 - D. We don't collect feedback about the website.

YOUR SCORE

SEE THE NEXT PAGE FOR SCORING INFORMATION



Score Yourself!

For each answer that you selected, assign yourself a point value for each question. Tally up your total and read on.

- A – 1
- B – 2
- C – 3
- D – 4

If your total was...

[10 – 15 points] Small Updates to Keep It Fresh!

It appears that your website is meeting all of the major needs of your users and business. If you are embarking on some changes to your website, they need only be minor and refreshing. Nothing in your profile would suggest that a major shift on your website would offer enough value to outweigh the risk of damaging a site that essentially meets your needs. Consider small updates and additions to keep the site fresh and inviting.

[16 – 24 points] A Step Up May Help.

Based on your responses, your website meets the 80/20 challenge. Your website is taking care of 80% of your needs. With a few remodels and additions, your site can achieve what you need it to without a complete overhaul or large-scale facelift. Consider prioritizing website updates that hold the most user and business value in a series of incremental updates that you plan over a period of time. Be sure to measure the impact each time you introduce an update, to ensure it is delivering the value you expect and not detracting from other aspects of your site that are currently working well.

[25 – 35 points] Starting Over May Be the Best Option.

It appears that your website is not doing its job. Consider starting over, with a focus on your customers and website users. Plan your web activities around what they need, expect and will use online from your organization. Gain insight from baseline measurements and observational information you can collect prior to starting a project to overhaul your website. Be strategic in the path you forge and don't forget to catalog and capitalize on any assets that are currently bringing you value on your website.

[36 -40 points] Website Decision Time

Based on your responses, you either may not need a website to do anything except be your calling card or you are in definite need of creating an entirely new online presence from scratch. When considering a direction on this, complete this sentence:

Our website needs to provide customers with _____ and needs to support our business by enabling _____.

If these two blanks are central to your business model, it's time to put together a web team that will be functional for your business in this decade. If those two blanks remained empty or the answers hold little value for your organization, consider a minimal site that provides basic information and a way to contact you.