1 Our website is maintained on a monthly basis (e.g. backups, site checks, server maintenance & updates, security management, version and plugin updates).

A Yes! I sleep easy...

B No, should it be?

C I actually don't know

2 Our website is on the latest platform version available and all the plugins are up-to-date.

A Yes (if you have an Service Level Agreement with Mogul, you will be!)

B No, is that important?

C I have no idea

3 Our website displays perfectly across all devices (including mobile) and on all browsers (e.g. Chrome, Explorer and Safari).

A Yes, we have a lot of mobile visitors

B No, it was built before the smartphone/tablet era

C What does that even mean?

4 We've reviewed the goals and directions of our site in the last twelve months, based on business objectives, customer behaviour, and new technologies.

A Yes, we try to keep it up to date

B Not since it was built

C Not sure our site has goals?

5 We budget for ongoing investment in online presence including driving more traffic to the site, optimising conversion, reviewing the customer experience and the design of our site.

A Yes, online is an important sales channel

B No, it's not a priority

C We only get in touch if it breaks

6 Our website is fast to load.

A Yes, we've had it optimised

B No, and our customers aren't happy

C Why, does that matter?

7 We review our analytics on a monthly basis and continuously refine the website to improve results.

A Yes, the data tells us what to work on

B No, that report is gobbledegook to me

C I don't get a report?

8 The competitor websites aren't as good as ours!

A Yes, the data tells us what to work on

B No, that report is gobbledegook to me

C I don't get a report?

If you answered all a's, you clearly have just got a new Mogul website with a Service Level Agreement in place - which is awesome! If you answered with more b's or c's, you need to call us +64 6 877 7478, simple as that. We can walk you through the various points and how they may be impacting your online performance and business goals, or creating risk that should be minimised.

Mogul Digital Health Check

Mogul