

MOGUL

DIGITAL

HEALTH

CHECK

1

Our website is maintained on a monthly basis (e.g. backups, site checks, server maintenance and 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 smart phone/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** No, is that important?
- 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

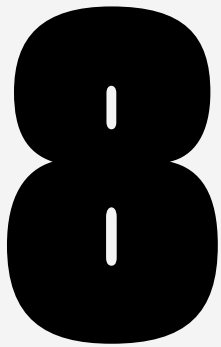
Our website is fast to load.

- A** Yes, we've had it optimised
- B** No, and our customers aren't happy
- C** We only get in touch if it breaks

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?



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

- A** Ours is definitely better
- B** Haven't looked at anyone else's sites
- C** Our site isn't as functional or modern, and we want to fix that!