

	TOPIC	KEY QUESTIONS	NOTES
	<b>OWNERSHIP</b> <i>Who is the 'buck stops here' person for the website - from a technology perspective?</i>		
INFRASTRUCTURE MANAGEMENT	Hosting	Is the website hosted on a reliable, scalable & easily manipulated platform? Are access credentials readily available secure?	[empty, for internal use]
	Basic Site Performance	Does the site download quickly and work successfully across major browser platforms?	
	Applications	What is the web-based application inventory and how does each application & piece of functionality perform: sign-ups, forms, ecommerce, forms, etc.	
CREATIVE & USER EXPERIENCE	Site Design	Does the site design (and messaging / content) effectively promote the organizational brand & transition to the digital medium successfully? Is the design unique & differentiated?	
	User Experience	Can site visitors readily accomplish their core goals (make contact, download a white paper, make a purchase)? Are visitors presented with opportunities for memorable experiences?	
	Alignment	Is the online brand experience consistent with the offline experience? Are all available offline assets included on the digital platform?	
PROMOTION	Baseline Performance Review	How are key site performance metrics (traffic, conversions, links) trending, from a historical perspective? Is the site improving, stagnant, or declining?	
	SEM & Content Marketing	Are basic SEO principles being addressed - site crawlability, keyphrase strategy, fresh content? Are paid listings being used to plug organic holes?	
	Social Media & Community	Does the organization host or participate in digital community activities and promote its unique point of view using social media?	
	Lead Generation	Have lead generation metrics been established and are they being proactively measured and managed towards?	
	<b>OWNERSHIP</b> <i>Who is the 'buck stops here' person for the website - from a marketing &amp; product management perspective?</i>		
ANALYTICS	Tools	What analytics tools are being used to track website activity and how is the data being used for optimization efforts?	
	Benchmarking	How are key site performance metrics (traffic, conversions, links) trending, from a historical perspective?	
STRATEGY	S.W.O.T. Analysis	What are the digital platform's respective strengths, weaknesses, opportunities & threats?	
	Competitor Analysis	How does the site compare against top 3 competitors on a point-by-point basis? What is the digital marketing budget & how does that compare to the competition?	
	Strategic Support	Is the site making meaningful contributions to the organization's most critical strategic initiatives?	
	Vision	What are the key digital trends in the industry and how is the organization planning to incorporate them into a longer-term, company-wide digital strategy?	
	<b>OWNERSHIP</b> <i>Who is the 'buck stops here' person for the website - from an executive sponsorship &amp; strategic perspective?</i>		

Source: East Coast Catalyst, EastCoastCatalyst.com; December 2011  
 For additional tools and methodologies related to digital strategy, please visit the ECC website.