



ECOM DIAGNOSTIC

Protocol

WHAT?

The Ecom Diagnostic is a comprehensive – page-by-page, line-by-line, link-by-link – assessment of a brand’s online presence. By identifying opportunities to improve the user experience (UX), you will be able to position your business for greater success in today’s digital world.

WHEN?

A diagnostic should be conducted when leadership is serious about increasing top-line revenue. For optimum impact, a follow-up appraisal occurs at 90 days to ensure Action Items are completed. This applies for an existing business, prospective acquisition, rejuvenated and/or rebranded asset.

WHY?

Every business leader intends to regularly review digital content. Yet other priorities take precedence. Of course, you expect and need your brand to consistently make a stellar first impression online with consumers, whether B2C or B2B. Identifying gaps between current performance and desired outcomes, then implementing solutions translates to increased website conversion...typically the lowest Cost Per Acquisition (CPA). It also serves to drive additional qualified traffic to the site.

HOW?

EDited Mktg performs a deep-dive evaluation. Certain information may be requested in advance. Detailed findings are reported and presented via video conference. Based on this discussion, an Action Plan is delivered within five business days.

WHERE?

An alternative to the video conference is an on-site meeting. Approximately two hours is required for either, during which interruptions should be limited.

WHO?

For sustainable results, key business leaders will participate. Additionally, involvement by retained solution providers and other relevant stakeholders is encouraged.

SCOPE

Snapshot

- Key Intel
- Websites / Channels
- Solution Providers
- Key Metrics

Fundamentals

- Website Content – Brand.com
- Website Content – Vanity
- Photography/Video
- Search Marketing
- Third-Party Content Parity
- Direct Response Marketing
- Social Media Monitoring, Analytics, Engagement
- Online Reputation Management
- Other

Action Plan

- General Comments
- Best Practices
- Action Items

Fees subject to total scope of work. Savings available for multiple diagnostics.

To get started, call, text or email:

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