Flywheel Strategic

Digital Experience Health Check

Business Requirements Analysis

Stakeholder Engagement

Prior to evaluating your digital experience, we will identify and document your business, stakeholder and user requirements.

Prioritization

Prioritizing the focus of our health check helps with the final recommendations.

Digital Experience Evaluation

Questions & Discovery

Flywheel Strategic will go through a series of questions with your team so that we can gather insight into the details of your corporate website.

Expert Site Review

Our team will evaluate and score aspects of your digital experiences such as design, usability, layout, content, tools, planning resources and search.

Ratings & Evaluation

Scores are compiled across our assessment criteria, and your digital experience is given an overall rating.

Best-Practices Review

Industry Best Practices

Flywheel Strategic will conduct a gap analysis to identify pitfalls and highlights from your competitors and contemporaries.

Flywheel Experience

From years of building digital experiences we have established our own criteria and best practices which we will use to evaluate your websites.

Key Findings & Recommendations

Detailed Findings

Thorough report of tangible recommendations for evolving your organization's digital experience into a leading-edge ecosystem.

Action Plan

All findings from the evaluation stages will be put into one actionable list to help set priorities and guide decision making.

Presentation & Review

Flywheel will summarize findings, develop and deliver a presentation for your internal review and discussion.