



# Flywheel Strategic

## Digital Experience Health Check

### What is a Digital Experience Health Check?

In a digitized era, the experience you provide to users across platforms and touchpoints can make or break your brand's reputation. Are your digital assets and experiences resonating with your audience? Is there untapped potential waiting to be harnessed?

At Flywheel Strategic, we take pride in our holistic approach to evaluate the entirety of digital experiences, ensuring they are not just functional but also delightful and aligned with evolving user expectations

Embarking on a Digital Experience Health Check with us will unveil insights about the cohesion, effectiveness, and impact of your digital strategies and assets.

For a closer examination of your digital ecosystem, we can do additional Health Checks:

- ✓ Ecommerce
- ✓ Portals (Intranet/Extranet)
- ✓ Sales & Marketing (CRM, etc.)
- ✓ Digital Operations
- ✓ Sitefinity Optimization

### 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.



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