

# MANAGE YOUR WEB SITE TO SUPPORT YOUR BUSINESS Without Becoming a Design or Development Expert



**Can you honestly answer NO to all of these:**

- Do you have endless design meetings and design rework because stakeholders can't agree?
- Did your compromise solution create a site that fails to meet both your objectives and those of your customers?
- Do you like the design artwork but suspect the site does not provide the effective business support you wanted?
- Do you have trouble articulating the business value returned for the time and resources spent (ROI)?
- Do you ignore your web site or passively accept that your technical experts can support your business better than you?

**We can teach you how to effectively manage  
the process and the experts**

## **Our Workshops and Audits:**

- ❖ **Help your stakeholders reach consensus**
- ❖ **Clarify your web strategy and business objectives**
- ❖ **Insure your business objectives make it through the design and implementation**
- ❖ **Jump-start your team and your project**

### **What to do before requesting a web site redesign:**

- Set and document explicit business objectives and metrics
- Document your audiences and what you want each to accomplish on the site
- Document the web site practices required to make your site behave in the same polite, competent and legal manner as your customer-facing employees
- Prepare these requirements in a structured format that is easy to understand and measure results against.

### **If you need help, get independent assistance:**

- Design firms or groups tend to propose, design and build sites that fit their technology or their design specialty and preferences rather than your needs
- Unclear business objectives and practice requirements lead to extra iterations of redesigns that escalate cost and time, and to compromises that don't meet your needs or those of your customers
- The more detail you give in the request, the more accurate and comparable competing estimates will be, and the more likely you will get what you want and need from the project

*iorg.com*  
Business Aligned Web Sites

## Web Site Business Alignment Workshop

Using structured processes and workshop exercises, the participating stakeholders develop audience and activity descriptions, business objectives, business metrics, and the key elements required for the web site design and implementation.

**At the end of the workshop the participants take away specific deliverables for:**

- **Keeping the web site focused on business objectives**
- **Tracking progress against documented business objectives**
- **Improving communication with designers and implementers**
- **Managing the web site improvement process**

"When I met with the redesign firms after our workshop and working with IORG, I found that they were very appreciative of the simplification of what we were able to request from them. We now had a very clear message that we wanted to convey with our web site, and we weren't waffling in terms of the approach that we wanted to take."

**Pat Torchiana, CEO, Torchiana Mastrov & Sapiro**

## Web Site Practices Audit

**Each web site is audited against**

**Documented practices from:**

- Professional & academic research
- Professional standards bodies
- Case studies

**Organized in our hierarchical framework of:**

- Practice Categories
- Practices
- Attributes

**Deliverables**

- **Detailed audit data & summaries document**
- **PowerPoint document with status summaries, examples, and recommendations**

Our methodology has been used to audit hundreds of web sites for over 100 clients in North America, Europe and Japan

**Clients have measured:**

- **2 to 10 times improvement in visitor completion of targeted tasks**
- **30% decreases in calls to their support centers**
- **50% decreases in design and implementation times**

**after making changes based on our audit methodology.**

The audit includes a two hour phone review and discussion of the results.

*Optionally*, the results can be presented and discussed at your location followed by a hands-on workshop to help you prioritize the options for change, identify required enterprise web site policies and processes, initiate or refine a standards document for web site practices, and document next steps

## Custom Consulting

**In addition iorg.com also offers**

- Executive and stakeholder education forums
- Assistance identifying web strategies and realistic functionality for key customer touch points
- Assistance developing scenarios and conducting usability tests
- Assistance project managing web site design and development
- General consulting that helps non-technical managers manage web sites to meet business objectives

"Steve creatively applied sound principles to guide the design of key aspects of the site -- including content, navigability, and appearance -- in surprising and compelling ways. As a result of Steve's work, www.CustomerSat.com conveys our offerings, benefits, and mission with greater clarity, depth, and thoroughness than ever before."

**John Chisholm, CEO, CustomerSat, Inc**

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