iorg.com Business Aligned Web Sites

Ten Things Every Business Manager Should Know About Their Web Site

This questionnaire was designed by IORG.COM to help you as a business manager document and organize basic business knowledge about your company web site. It can be used by you as a single individual or can be completed by business managers from different parts of your company to compare answers and assess overall understanding and alignment of goals and priorities.

If your web site only performs one of the functions below that is fine. The process can still provide value. It will just enable you to complete the questionnaire more quickly.

1. Which of the following does your company do on your web site?

- ☐ Extend or support marketing (allow customers to research details, benefits, compare models or brands, find stores, hours, directions, etc.)
- ☐ Provide self-service account status information or account management capabilities
- ☐ Provide self-service support (trouble shooting help, user instructions, updates, etc.)
- ☐ Sell goods or services directly online (self-service sales)
- ☐ Collaborate with customers or partners (joint design or project management with customers)
- ☐ Provide investor information
- ☐ Provide press information
- ☐ Obtain feedback, suggestions, etc. from customers
- ☐ Support corporate image (showcase corporate history and standing, community involvement and responsibility activities, industry development and leadership activities, etc.)
- ☐ Provide brokering services (auction sites (e.g. eBay), public portal sites (e.g. Yahoo, Google), matchmaking, dating, class reunion sites, etc.)
- ☐ Provide independent information (news, research (e.g. edmunds.com, Consumer Reports), library sites)
- ☐ Provide entertainment for its own sake (gaming sites, network sites, movie sites, etc.)

© 2007 iorg.com
info@iorg.com (925) 518-9425

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.

2. For *each* function checked above identify the primary business reasons for providing the capability.

Function	Save money	Increase revenue	Increase market size or share	Increase satisfaction/loyalty	Public service
Marketing	☐	☐	☐	☐	☐
Acct. Management	☐	☐	☐	☐	☐
Customer Support	☐	☐	☐	☐	☐
Sales	☐	☐	☐	☐	☐
Project Collaboration	☐	☐	☐	☐	☐
Investor Information	☐	☐	☐	☐	☐
Press Information	☐	☐	☐	☐	☐
Feedback	☐	☐	☐	☐	☐
Corporate Image	☐	☐	☐	☐	☐
Brokering Services	☐	☐	☐	☐	☐
Independent Information	☐	☐	☐	☐	☐
Entertainment	☐	☐	☐	☐	☐

© 2007 iorg.com
info@iorg.com (925) 518-9425

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.

3. For *each* of the functions and reasons chosen how do you measure your success?

Function	Save money	Increase revenue	Increase market size or share	Increase satisfaction/loyalty	Public service
Marketing					
Acct. Management					
Customer Support					
Sales					
Project Collaboration					
Investor Information					
Press Information					
Feedback					
Corporate Image					
Brokering Services					
Independent Information					
Entertainment					

© 2007 iorg.com
info@iorg.com (925) 518-9425

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.

4. Which departments in your company control or strongly influence the design and content of each of the functions you identified above?

Function	Owns or Drives the Design	Owns or Drives the Content	Can Veto the Design or Content	Influences the Design or Content
Marketing				
Acct. Management				
Customer Support				
Sales				
Project Collaboration				
Investor Information				
Press Information				
Feedback				
Corporate Image				
Brokering Services				
Independent Information				
Entertainment				

© 2007 iorg.com
info@iorg.com (925) 518-9425

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.

5. Is there someone in charge of the overall web site strategy, direction and results? _____

If so:

What is their title?

What is the title of the person they report to?

What is their primary mechanism for gaining compliance?

- ☐ Persuasion and influence
- ☐ Control the budget
- ☐ Have authority to impose rules & sanctions

6. Do you or will you have a Web Council or similar oversight or planning group? _____

If so who is on it (individual's titles and organizations)?

7. Is there an executive sponsor for the web site? _____

If so what is that executive's title and organization? _____

8. Are or will the site designs be done by:

- ☐ An external firm
- ☐ An internal design group

9. How much money does your company plan to spend annually on:

Web Site Design	$
Content maintenance	$
Hosting and technical support	$

10. What is the expected annual value of your web site to your company? $

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.

The answers you captured for yourself on this questionnaire give you insight into which departments and people should be involved in setting and meeting the business goals for your web site. If you feel some of your answers were incomplete or uncertain, you can get better information by to talking to the people who manage the departments involved. You can even ask them to complete this questionnaire then compare your answers.

If on completing this questionnaire you discovered that you or other managers in your company would like to:

- Increase the value of the web site in supporting your part of the business
- Create more robust business objectives and metrics for your web site
- Turn divergent points of view into a consensus on web site business priorities
- Document a business value and ROI for your web site that you can support quantitatively

you should sign up for our unique Web Site Business Alignment Program. The Program does *NOT* attempt to turn participants into web site designers or require any technical understanding. Using our Align, Audit and Track process the program is designed to give business managers the knowledge and tools they need to stop abdicating responsibility for an increasingly important channel that needs to support and integrate with the business functions they manage.

This program is designed to give you maximum impact for the time you and your colleagues invest. Using a pre-session participant questionnaire and a one-day session, held at your company, IORG.COM will guide you and your business colleagues to:

- Develop a robust set of business objectives and metrics that align with your company's business objectives
- Define and prioritize the key requirements for supporting your customers and visitors
- Document your objectives, requirements and priorities *in an auditable form* to communicate with and manage your designers and developers
- Plan your next steps to insure success.

Don't abdicate your responsibility as a business manager to web site specialists, designers and programmers. The Web Site Business Alignment Program will give you and your business managers the tools and the jump-start you need to document and manage the business value of your web site.

Contact Us Today:

IORG.COM
info@iorg.com
+1 925 518 9425

This questionnaire remains the property of IORG.COM. Any unauthorized commercial use or resale, directly or as a service, is expressly prohibited.