



# Website & Web Impact ASSESSMENT

Have your questions answered, give us a call on 1300 528 233 or email us at: [info@lcubed.com.au](mailto:info@lcubed.com.au)

## Internet usage has changed, so has our assessment

The way we use the internet has evolved dramatically over the last few years. The Web 2.0 era (individuals contributing to the web via blogs, websites and social media, Open Source and more) is firmly entrenched and part of our everyday personal and work lives. So when we carry out an online assessment - whilst we certainly need to review the website of the organisation - we also need to look more widely across the web. The web impact assessment therefore covers the following areas:

- A dashboard evaluation - a strategic assessment using the L<sup>CUBED</sup> Four Pillars methodology
- Benchmarking - how does it stack up against the competition and the industry leaders
- Identifying any fundamental problems or quick win opportunities

## Website assessment - a review of the online 'home' of the organisation

The assessment evaluates the effectiveness of the following aspects of your organisation's online presence:

- Web buzz - the online conversation your organisation is generating
- Social media - the impact in the main social sites
- Search engine presence - a gauge of interest and visibility

## Why do the assessment?

These assessments are useful for several reasons:

- Have external experts give you independent feedback is a valuable exercise
- It may reveal quick and easy steps that you can take to increase revenues or reduce expenses
- It will give you a simple benchmark to measure against and progress from
- It may educate you on opportunities that you are not currently aware of in the online world - we can not know what we do not know!

## The information we need from you

For us to complete the assessment we will need the following information:

- Your online objectives - what are your current year's objectives
- Your revenue streams (by type - no details needed unless you feel comfortable providing them)
- Your competitors - who would you like to 'be better' than
- Your aspirations for the internet - where would you like to be online in 2 years or more
- 10 keywords that represent your organisation and its mission

## What you get:

- You will receive a professionally presented report by email and post.
- You will have the opportunity to participate in a one-on-one session with an expert to ask questions and review the report.



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Submit via Email

Print

To help us review and provide an accurate assessment of the impact your association website currently has online please provide the following information. Please note that any information provided to L<sup>CUBED</sup> is considered confidential and will only be used to assist in the assessment.

Your organisation:

Contact name:

Email:

Telephone:

URL:

Do you currently use Google Analytics or any other usage tracking tool to assess the Web Impact of your site? Yes  No

If so, are you happy for us to review this data? Yes  No

What are your online objectives for this year?

Examples:

- Grow your contact database by 15%.
- Begin generating inquiries via our website.

1.
2.
3.
4.
5.

What types of revenue do you currently take online?

Example: Donations, events or training.

Other websites and organisations that you consider more advanced and what you like about them?

Organisation name:

URL:

What do you like about them?

Organisation name:

URL:

What do you like about them?

Your aspirations for the internet - where would you like to be online in 2 years or more?

10 keywords that best describe your organisation, its purpose and services.

Example:

- Donations
- Event bookings
- Product sales.

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Please email the completed form to: [info@lcubed.com.au](mailto:info@lcubed.com.au), click the submit button or fax it back to us: +61 3 9600 0146. A member of our team will be in contact with you as soon as possible. If you have any questions, please don't hesitate to give us a call on 1300 528 233.