

# ONLINE CORE SUCCESS AREAS REPORT



# Online Core Success Areas Report

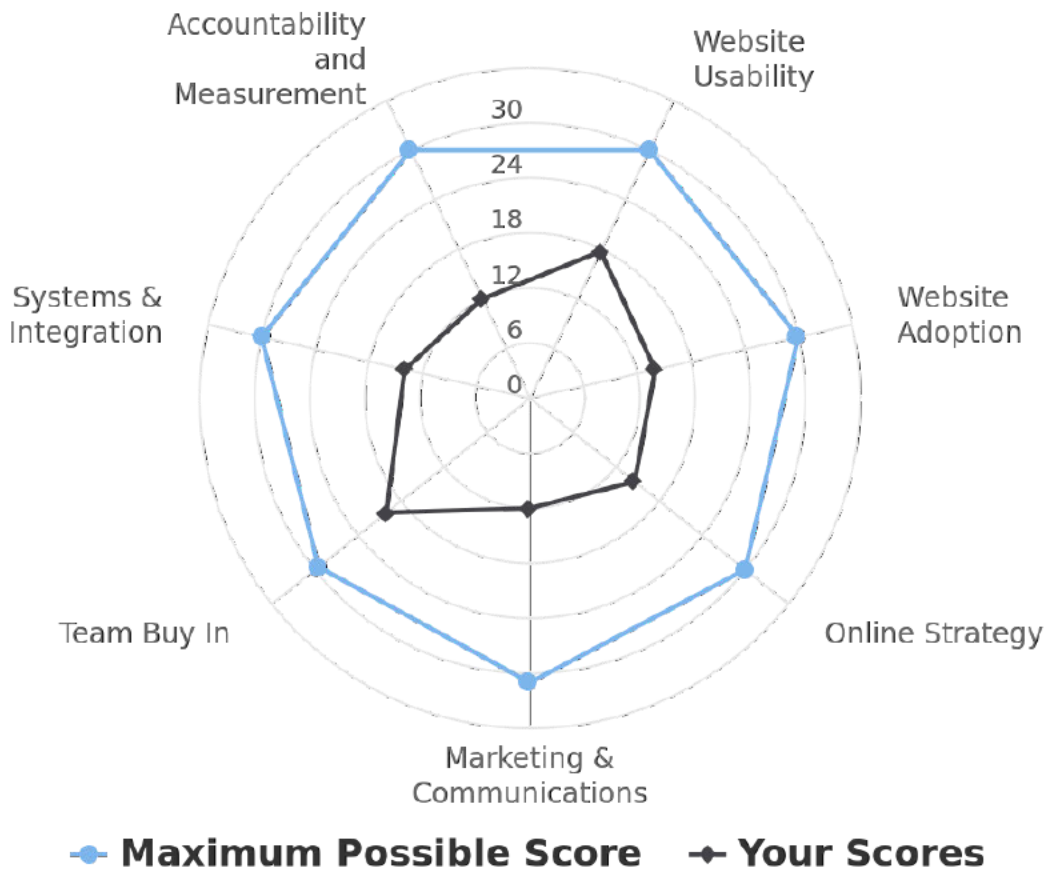
Aldrich Web Solutions has been working with distributors for nearly 20 years. Over that time, we have found that there are seven key areas that are indicators of online success: **Website Usability, Website Adoption, Accountability and Measurement, Online Strategy, Marketing & Communications, Team Buy In, and Systems & Integration**

*This assessment will help you identify areas for development with action items in each category.*

## HOW TO READ YOUR REPORT:

**The black line indicates your assessment value. Points closer to the center indicate areas where you are the weakest.**

Your online core success areas report indicates your strengths and also areas which need improvement.



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## Website Usability

*Customers often REFUSE to use a tool that they do not like. Pay close attention to usability issues.*

Your answers indicate that you have some usability issues with your website.

ACTION ITEM:

[REDACTED]

## Website Adoption

*It is important to get customers to use your website on a regular and recurring basis. That allows you to use your website to fuel the growth of your organization.*

Your answers indicate that you may have some challenges with your customers choosing to use your website.

ACTION ITEM:

[REDACTED]

## Online Strategy

*Your website, like any other portion of your business, needs to have specific goals you want it to achieve. Unfortunately, a common mistake is that we assume that because it exists, it will generate business. Keep in mind that hope is not a success strategy, winning requires a plan.*

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Your answers indicate that you may need to apply some strategy to your online business process.

ACTION ITEM:

[REDACTED]

[REDACTED]

[REDACTED]

## Marketing & Communications

*As a rule, customers will do what you ask them to do. How you communicate with your customers will play a key role in the success or failure of your website.*

Your answers indicate that you may have some issues related to the marketing and communications of your website.

ACTION ITEM:

[REDACTED]

[REDACTED]

[REDACTED]

## Team Buy In

*Your team's energy is always noticed by your customers. If your team is not on board with your website plan, the result is a lower customer satisfaction and understanding of your website. Having your team on board with your plan is critical to success.*

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Your answers indicate that you may have some challenges getting your team to buy in to your website vision and solution.

ACTION ITEM:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

## Systems & Integration

*Systems are often an overlooked portion of any website. However, systems are regularly the difference between having your website grow your business or having it become an obstacle of inefficiency.*

Your answers indicate that you may have some issues related to systems and integration with your website.

ACTION ITEM:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

## Accountability and Measurement

*Successful websites can measure success and appoint someone to be responsible for successful outcomes. It is critical to be able to measure where you are so that you can hit your intended target.*

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Your answers indicate that you may need to consider adding accountability and/or measurement abilities to your website.

## ACTION ITEM:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## What you should focus on first?

What you work on first is up to you. However, we have found that some plans work better than others.

We recommend that you work on your Core Success Areas in the following order:

Evaluate your weakest areas in the following order and start on those action steps first.

1. Systems & Integration
2. Website Usability
3. Team Buy In
4. Website Adoption
5. Accountability and Measurement
6. Online Strategy
7. Marketing & Communications

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Feeling overwhelmed? Not sure where to start?

[We can help!](#)

We understand that you may feel overwhelmed by all the information that was presented to you. ***The biggest danger of this is that you do nothing.*** It is said that knowing and doing nothing is the same as not knowing.

We want you to be **successful**, and we know that sometimes you need a guide to help you drill down.

To assist you in this effort, we offer an Online Core Success Areas Review Session.

We are invested in your success and as your guide, we offer an opportunity to review your weakest core success areas.

During this one-hour session, we will review your Online Core Success Areas Report.

Your one-hour session will be with a member of our team who has worked with distributors. During your session, our team becomes your team for questions related to your top Core Success Area Weakness.

After the review, we will provide you at least one action item that will provide enough value to recoup your session fee in under 30 days. You will also get access to an online video lesson that covers your top Core Success Weakness.

We limit our review sessions to two per week and spots are limited. **Our review sessions are bi-weekly, and spots are limited.**

If you'd like to know more about our online success sessions, [click here to request more information](#).