Start Digital

Business Assessment Questionnaire

September 2022

Digital For Your Business: 2 Ways To Increase Revenue And Be Cyber Secure

To future-proof the impact digital has within your business the 2 main questions facing every business leader are:

1) Have you implemented a digital marketing strategy? and;

2) Are you aware of the digital risks your business faces?

If you are able to successfully answer the above questions then the chances are that your business will flourish throughout the digital transformation. If, however, you don't have a marketing strategy or a cybersecurity strategy then don't worry, you're not alone.

We have created a simple digital checklist to help you with your digital transformation.

The Result

Within this document, the checklists help you to understand the various digital touchpoints that a customer has with you and how you can turn this untapped potential into new business revenue. They will also help you to understand what potential digital risks your business faces and how to implement a strategy which will minimise disruption to your business.

Should you have any questions or if you need any help when completing this digital checklist, then please call us on **0151 287 0415.**

Marketing

	Yes	No	Implication
Does your company have a Digital Lead?			Digital Leads are needed to manage key activities including SEO, social, email marketing website maintenance & responding to online enquiries.
Have you planned your marketing strategy?			Consider how your audience will find you, where you want to direct them and what you want them to do.
Is your website fulfilling its purpose?			Your website is not a valuable marketing asset if it's not fulfilling its actual purpose of converting visits into sales.
Do you know the traffic data of your website?			The number of visitors to your website becomes the number of opportunities your business has at generating leads.
Do you know what your websites bounce rate is?			A high bounce rate could show an issue with your website. and indicate the page is irrelevant or confusing to your visitors.
Do you conduct regular UX tests on your website?			Your website might not be as easy to navigate as you think. A fresh perspective allows you to inspect the user experience,
Do you ask your customers to provide reviews?			Customer reviews add credibility to your company whilst also improving your company's SEO ranking.

Marketing

	Yes	No	Implication

Do you promote your business using Pay Per Click?

Without PPC you'll be missed from thousand of searches and will be losing customers to competitors.

Do you have Brand Ownership in search engines?

If you don't own your brand on search results, your competitors could be stealing customers from you.

Do your analytics show success in your campaigns?

If your ads aren't performing as well as they should be, you need to act fast to avoid wasting money.

Are you posting tailored content for each platform?

If you're posting the same content on all platforms, you are not speaking in the correct way to the correct audience.

Do you have accounts on all social media platforms?

Even if you are not using all platforms, it is best to make an account on all platforms, to stop competitors imitating you and missing out on digital referrals.

Are you engaging with your network on social media?

This will strengthen your relationship and encourage them to reccommend you and increase your overall brand recognition.

Do you engage in social listening?

Social Listening helps you understand the conversation surrounding your brand and the industry as a whole.

Have you ever completed a digital audit?

You could be missing opportunities for sales and growth if you have not properly planned out your company's digital strategy.

Cyber Security

	Yes	No	Implication
Do you have a Cyber Security Lead?			With Cyber attacks, data breaches & sensitive data leakage on the rise, companies need a Cyber Security lead.
Do you have a Multi-Factor Authentication solution to protect sensitive data?			MFA is a line of defence, without it, your accounts are vulnerable, which in some cases, can lead to permanent loss.
Are your employees trained in cyber security?			Staff can be one of the core problems in cyber, people can leak and make mistakes. Training them reduces this risk.
Have you set up a firewall within your business?			Firewalls stop dangers before they hit your network, setting them up correctly to fit your business is important.
Have you changed your passwords recently?			Changing passwords often keeps your account secure in case of a data leak your password could be exposed.
Do you Encrypt your data?			Encryption keeps the data secure and unreadable to avoid data leaks and costly expenses.
Do you have Access control systems in place?			Restricting access to certain data or systems stops people interfering with important systems.
Do you understand your legal responsibilities of storing customer data?			Storing data and being online there are certain legal responsibilities you need to follow, failure to do so may cause reputation damages and potential fines.

4.

Cyber Security

	Yes	No	Implication
Do you back up your data?			Keeping backups helps you avoid needing to follow ransomware,and allows you to fix errors in your data if mistakes were made.
Do you have cyber security and online safety policies?			Policies are a good way to keep on top of and know what you should be doing regarding cyber security in a business.
Do you use any anti-virus/ anti-malware software?			Anti-virus/Anti-malware stop and remove most virus/malware problems on device before it gets out of hand.
Do you check for patches/ updates for systems on ALL devices?			Keeping up to date keeps you safe, new week, new vulnerabilities, remove them with the newest updates.
Do you have logging and monitoring systems in place?			Some dangers like to hide, so monitoring over time helps you find these dangers and keep track of your systems.
Have you ever completed a cyber security audit?			How do you really know if your network is secure without testing it? Carrying out an audit tells you your weaknesses.

Next Steps

Now you have completed the checklist you will have a better understanding of how digital is impacting your business, however, this is only a glimpse of the numerous digital touchpoints that a customer has with you.

In order to maximise this potential then we recommend that you complete our digital audit.

Completing and implementing the digital audit will allow your company to be able to meet and anticipate the wants and needs of its customers by showing you how to:

- Implement a successful digital marketing strategy
- Unlock customer insights and accelerate efficient workflows
- Strengthen security
- Identify training needs
- Increase profitability

To gain access to a full digital audit then please visit **www.startdigital.co.uk**, or contact us on **0151 287 0415.**

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