Blennd

Unlock your website's ROI

CURRENT STATE / FUTURE STATE QUIZ

Is your current website affecting your ROI health and costing your business valuable time and money?

HOW IT WORKS

Take our short 10 question quiz to find out where you land on the Website ROI Health Meter and unlock important business outcomes that, once achieved, can unlock your website's future state of driving ROI.

TAKE THE QUIZ

For each Current State challenge and its associated Negative Consequence, check **Yes** (this is a current challenge) or **No** (this is not a current challenge)

Common Website Challenges	Is this a challenge you face?
01. Does your current website mis-represent your brand identity offline and/or online?	☐ Yes ☐ No
02. Is your website's content out-of-date and does it poorly convey your brand message and service offerings?	☐ Yes ☐ No
03. Are your Key Performance Indicators (KPI's) for digital marketing disconnected from your website?	☐ Yes ☐ No
04. Is your website challenged in converting visitors into leads and generating new business revenue?	☐ Yes ☐ No
05. Does your website design and user experience lack a clear story and calls-to-action that prevents users from taking desired actions?	☐ Yes ☐ No
06. Was your website built without a clear understanding of (high-value) customers and their needs, goals, pain points and activation process?	☐ Yes ☐ No
07. Are your internal teams unable to easily make needed website changes without a 3rd party because of website limitations?	☐ Yes ☐ No
08. Is your website missing seamless integrations with key technologies and marketing tools such as a CRM, ERP, ESP?	☐ Yes ☐ No
09. Does your business lack visibility online?	☐ Yes ☐ No
10. Do you have competitors that are providing a superior digital experience?	☐ Yes ☐ No

TOTAL YES ANSWERS: _____

ROI HEALTH
METER RESULTS

Add up how many Current State challenges you said **Yes** to on the previous page and see where you land on the Website ROI Health Meter below.

How many website challenges do you face?

FAIR · GOOD · POOR · EXCELLENT · 3-5 · 1-2 · 6-10 · 0

Potential Consequences of Website Challenges

01. Loss of first time customers to competition due to poor experience. Loss of current customers to competitors that better meet their needs

02. Overall decrease in leads and transaction revenue

03. A devalued impression of your brand, products, and/or services

04. Costly technology and employee costs associated with inefficient execution of marketing and advertising

05. Poor customer experience that causes users to bypass the digital process for customer service calls and extraneous expense

06. Reliance on 3rd parties creating long term headaches and overall lack of fluency and quality

07. Continuous expense and band aid approach to updating/revamping of website with no positive ROI

08. Inadequate visibility and data to improve the process and brand position for sales growth

09. Loss of traffic and business to competitors that are better representing themselves online

10. Competitors will adapt and provide a better, more inclusive, and technologically advanced experience that solves problems quickly and efficiently and wins market sharet

How to unlock your website's future state ROI.

All of our customers say yes to at least one current state example, you are not alone and congrats, you've taken the first steps in recognizing the impact your website is having on your bottom line by completing this quiz!

Post-2020, it's more important than ever to focus on your online value to consumers. A great place to start investing in your consumer is with your website, which is core to your business and tech stack.

See how businesses overcome tough challenges in their current state and achieve a future state of positive business outcomes and ROI from a redesigned website below.

Website future states & positve business outcomes.

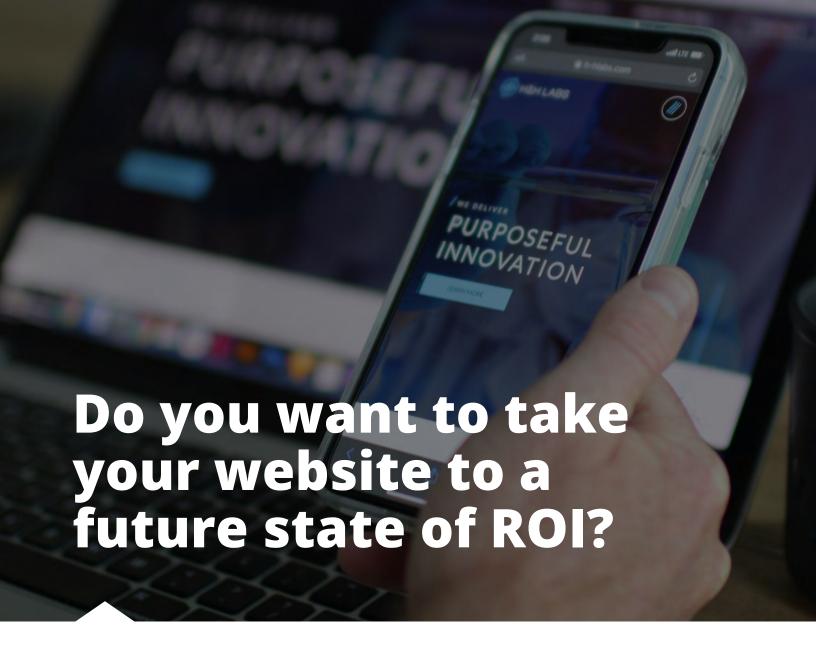|	
User experience is high-end and provides optimal interaction representative of the brand.	Customers have a consistent and positive experience between all aspects of digital and traditional brand touchpoints.
Clear and concise language, easy to find next steps, and value focused descriptions of products and services.	Users gain understanding and knowledge to meet their needs and take action.
A solid foundation built for future growth with no limitations on new functionality and features.	No need to start over. The platform can now be improved or updated as the business grows.
KPI driven conversion optics and tracking with integrated tools such as CRM, ERP, ESP, etc. that accurately pass data in an organized manner.	Stakeholders have visibility into what's working and what's not to inform optimizations and seamlessly flow leads through the sales process.
An easy to manage CMS including training on the website / application for effortless updates, new pages and content.	More efficient teams, faster deployed marketing efforts, and resource cost savings.

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Do you want to take your website to a future state of ROI?

Contact Blennd Today.

We are a cutting-edge website design and development agency based in Denver. We build our websites with a strong foundation and stay on top of the latest best practices in web design, development, and SEO. We help you get it right the first time, so you don't run into issues and have to deal with another redesign in the near future. Our in-depth discovery process will ensure that your site is fully aligned with your business goals, objectives, and brand. Schedule a free consultation today to discuss your website redesign strategy.

GET IN TOUCH