



# Flywheel Strategic

## Ecommerce Health Check

### What is an Ecommerce Health Check?

Is your ecommerce performance plateauing or not meeting expectations? Or have there been recent operational changes that demand a fresh evaluation? In the dynamic world of Ecommerce, staying updated and optimized is not just recommended; it's essential.

At Flywheel Strategic, we specialize in deep-diving into Ecommerce ecosystems, understanding their nuances, and aligning them with best practices for optimum conversions and customer satisfaction.

By undergoing an Ecommerce Health Check, you'll gain insights into your current system stature, its strengths, and potential areas of improvement.

Ask us about all of our Health Check services:

- ✓ Digital Experience
- ✓ Portals (Intranet/Extranet)
- ✓ Sales & Marketing (CRM, etc.)
- ✓ Digital Operations
- ✓ Sitefinity Optimization

### Ecommerce Strategy Analysis

#### Objective Understanding

We'll delve into the primary objectives and KPIs behind your Ecommerce venture, ensuring the strategies align with your broader business goals.

#### Stakeholder Insights

Engaging with teams managing the daily routine for your system will offer invaluable insights. Their hands-on experiences will shed light on critical operational nuances.

### Platform & Systems Review

#### Technical Analysis & Integration Check

We will thoroughly review the Ecommerce platform and integrations you're utilizing - checking for optimization, security measures, and any potential technical glitches.

### User Experience & Interface Evaluation

#### User Journey Audit

An intuitive navigation is crucial for customer retention. We'll check your site's responsive user flow, ensuring users can find what they're looking for with ease.

#### Checkout & Completion Process

A common drop-off point, the checkout process will be scrutinized for speed, simplicity, and security. We can also review B2B checkout/completion flows.

### Flywheel Best Practices

#### Proven Insights

Our accumulated experience and ecommerce industry knowledge will be leveraged to align with tried and tested strategies, keeping you ahead of the competition.

### Comprehensive Findings & Recommendations

#### Insightful Observations

Our audit will generate a detailed list of observations, highlighting both your strengths and potential areas for improvement.

#### Actionable Report

These findings will be transformed into a robust report, enriched with strategic recommendations to drive growth.

#### Debriefing Session

We'll present the findings and suggestions to your team in a comprehensive manner, ensuring everyone is on the same page and ready to action the recommendations.



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