



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

Executive Guide

*“Checklist for an Effective
Online Presence”*

#**2**

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Key Questions for an Effective Online Presence

As more and more customers rely on the Internet as their primary source of information, electrical distributors must have an online presence — websites that are easy for search engines to find, offer searchable online product catalogs, and help customers overcome their pre-purchase fears.

Since the supply chain is only as strong as its weakest link, NAED’s Strategic Technology Task Force created the *Executive’s Guide #1 to Strategically Managing Your Company’s Online Presence* to assist distributor executives in understanding the key, strategic questions to ask (“What to do”) in order to create an online presence that reinforces their companies’ strategic priorities.

This companion document, *Executive’s Guide #2: Checklist for an Effective Online Presence*, examines many of the details, i.e., “How to’s,” required to employ your website as a competitive advantage. While it is not an all-inclusive listing, it was designed to help distributor executives understand many basic Internet concepts and stimulate conversations with Information Technology (IT) personnel. This checklist is not meant to supersede the knowledge and expertise of an experienced Information Technology (IT) professional. Each company’s web strategy should still be based on the overall strategic directives of the organization.

NAED’s Strategic Technology Task Force recommends distributor executives review this checklist with their Information Technology (IT) professionals, analyze how their company’s website “measures up” against these 128 criteria, and then use the information to develop a roadmap to a world class online presence.

#1 Customers Must be Able to Find Your Website

Key ways to help customers find the website include:

- Promoting the website
- Optimizing the website for search engines
- Supporting mobile devices
- Analyzing website usage

E-Commerce: Business transacted over the Internet.



Promoting Your Website to Customers

		Yes	No
1	Our company's Uniform Resource Locator (URL) is included on business cards, stationary, brochures, literature, trade journal ads, newspaper ads, Yellow Page® listings, etc.	<input type="checkbox"/>	<input type="checkbox"/>
2	Our sales force promotes our website and its functionality to customers.	<input type="checkbox"/>	<input type="checkbox"/>
3	Our company's website provides a link to our social network communities.	<input type="checkbox"/>	<input type="checkbox"/>
4	Our company's social network communities provide a link to our website.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for a "Yes" answer to question 1.
Assign 2 points for every "Yes" answer to questions 2-4.

Maximum Possible Points = 7

Our Score = _____

URL: A Uniform Resource Locator is the address at which specific Web pages can be found.



Optimizing the Website for Search Engines (SEO)		Yes	No
5	Our website is registered with Google®.	<input type="checkbox"/>	<input type="checkbox"/>
6	Our website is registered with Bing®.	<input type="checkbox"/>	<input type="checkbox"/>
7	Our website is registered with Yahoo!®	<input type="checkbox"/>	<input type="checkbox"/>
8	Our website appears in the top search results on Google®.	<input type="checkbox"/>	<input type="checkbox"/>
9	Our website appears in the top search results on Bing®.	<input type="checkbox"/>	<input type="checkbox"/>
10	Our website appears in the top search results on Yahoo!®	<input type="checkbox"/>	<input type="checkbox"/>
11	Our website offers custom content. (Custom Content is personalization of content and marketing messages based on a user's preferences or prior behavior).	<input type="checkbox"/>	<input type="checkbox"/>
12	The custom content on our website is updated regularly.	<input type="checkbox"/>	<input type="checkbox"/>
13	Our website has automated Search Engine Indexing. (Search Engine indexing is the collection, parsing, and storage of data to facilitate fast and accurate information retrieval by search engines such as Google®, Bing®, and Yahoo!®).	<input type="checkbox"/>	<input type="checkbox"/>
14	Our website appears in the top search results on Google®, Bing®, and Yahoo!®	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every "Yes" answer to question 5-7.
Assign 2 points for every "Yes" answer to questions 8-10.
Assign 3 points for every "Yes" answer to questions 11-14.

Maximum Possible Points = 21

Our Score = _____

Search Engine Optimization (SEO): Methods to boost the ranking and frequency of a website in results returned by a search engine, in order to maximize user traffic to the site.



Supporting Mobile Devices

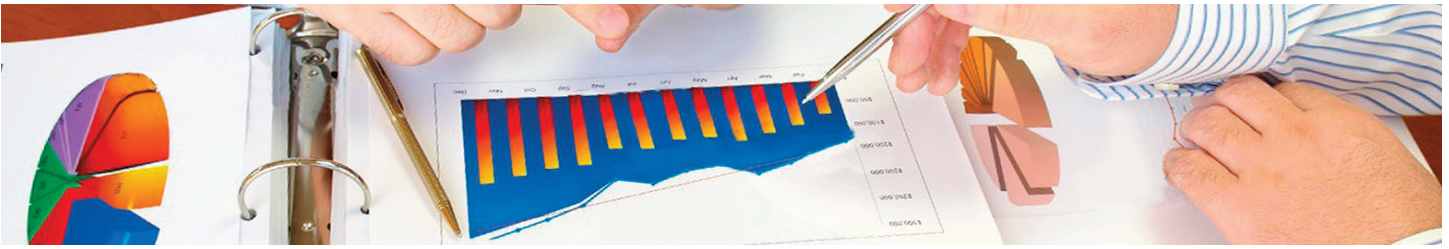
		Yes	No
15	We adhere to Responsive Web Design and have one website that works on all mobile devices and desktop computers. (<i>Responsive Web Design provides the user with a different experience based on their device. This is accomplished by using one domain with multiple CSS style sheets. Cascading Style Sheets, or CSS, are used to format the layout of Web pages. CSS can be used to define text styles, margins, element positioning, and other aspects of Web pages that previously could only be defined in a page's HTML code</i>). If you answer "YES" to question 15, skip questions 16-22.	<input type="checkbox"/>	<input type="checkbox"/>
16	We have a .mobi website. (<i>A .mobi Website is a top-level Internet domain used for Web sites that supply content to mobile phones and other handheld devices with tiny screens</i>).	<input type="checkbox"/>	<input type="checkbox"/>
17	We have a website m.site.com. (<i>A m.site.com is a sub-domain of a current URL. As in a .mobi website, it requires the development of an additional website</i>).	<input type="checkbox"/>	<input type="checkbox"/>
18	We have mobile app for Smartphones with the Apple iOS platform. (<i>A Mobile App is a software application</i>).	<input type="checkbox"/>	<input type="checkbox"/>
19	We have a mobile app for Apple iPads.	<input type="checkbox"/>	<input type="checkbox"/>
20	We have mobile app for Smartphones on the Android platform.	<input type="checkbox"/>	<input type="checkbox"/>
21	We have mobile app for tablet computers on the Android platform.	<input type="checkbox"/>	<input type="checkbox"/>
22	We have mobile app for tablet computers on the Microsoft Tablet PC platform.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 25 points for a "Yes" answer to question 15.
Assign 3 points for every "Yes" answer to questions 16-22.

Maximum Possible Points = 25

Our Score = _____

Mobile Website: Portable electronic devices including Smartphones, iPads®, tablet computers, and laptop computers.



Analyzing Website Usage

		Yes	No
23	We track "Visitor Counts" for our website. ("Visitor Counts" is the number of distinct visitors who have visited at least one page of a website, measured by the IP address [internet connection point] assigned to one computer).	<input type="checkbox"/>	<input type="checkbox"/>
24	We analyze "Time on Site" for our website. ("Time on Site" is the amount of time [usually an average] visitors spend on a website before exiting).	<input type="checkbox"/>	<input type="checkbox"/>
25	We track "Page Views" for our website. ("Time on Page" is the amount of time a visitor spends on one page before clicking off).	<input type="checkbox"/>	<input type="checkbox"/>
26	We monitor "Time on Page" ("Time on Page" is the amount of time a visitor spends on one page before clicking off).	<input type="checkbox"/>	<input type="checkbox"/>
27	We monitor "Click-Through Rates" for our website. (Click-Through Rates, abbreviated as CTR, is the percentage of people exposed to an online advertisement who actually click on the banner ad).	<input type="checkbox"/>	<input type="checkbox"/>
28	We analyze "Site Overlay Analytics" for our website. ("Site Overlay Analytics" are graphical statistics displayed beside each link on the web page, representing the percentage of clicks on each link).	<input type="checkbox"/>	<input type="checkbox"/>
29	We analyze "Bounce Rates" for our website. ("Bounce Rates" are the percentage of visits where a visitor enters and exits your website on the same page without visiting any other pages on the site in between).	<input type="checkbox"/>	<input type="checkbox"/>
30	We monitor usability metrics for our website. (Usability measures the quality of a user's experience when interacting with a website, mobile technology, or any user-operated device).	<input type="checkbox"/>	<input type="checkbox"/>
31	We review "Traffic Patterns" for our website. ("Traffic Patterns" are what people are doing once they get to your website, including the pages they click on next, what they are looking at, and where they come from. Knowing the website traffic patterns on your site can help you redesign and improve your site to help direct customers to key areas of your website, and the numbers of pages they actually visit).	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every "Yes" answer to questions 23-26.
Assign 2 points for a "Yes" answer to question 27.
Assign 3 points for every "Yes" answer to questions 28-30.
Assign 10 points for a "Yes" answer to question 31.

Maximum Possible Points = 25

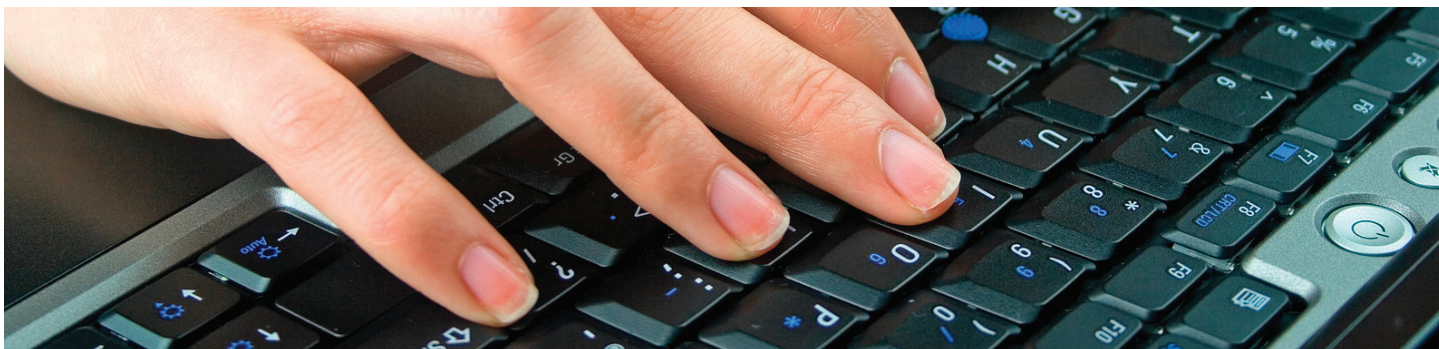
Our Score = _____

Web Analytics: Measurement, collection, analysis, and reporting of Internet data for purposes of understanding and optimizing web usage.

#2 Customers Must be Able to Locate Products on the Website

Key ways to help customers locate products on the website include:

- Educating customers how to find information on the website
- Providing an online product catalog
- Making it easy to search the online product catalog
- Providing technical information online
- Marketing online
- Website design and usability



Educating Customers How to Find Information

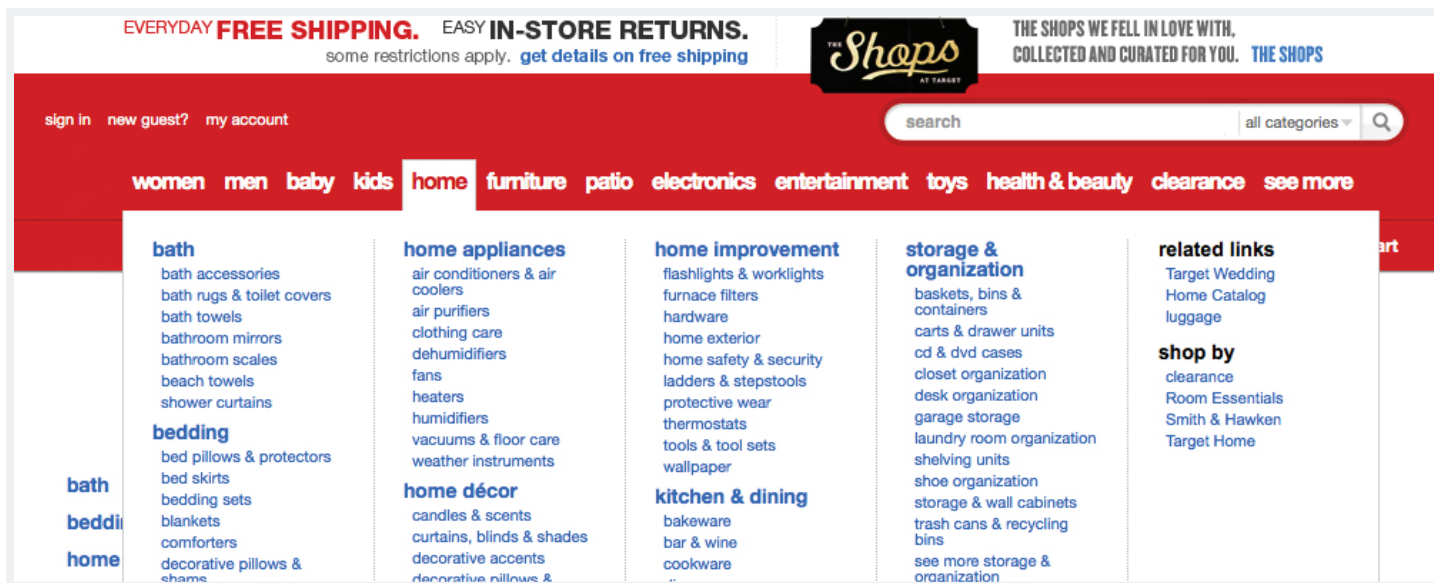
	Yes	No
32 The Site Map for our website is easy to find.	<input type="checkbox"/>	<input type="checkbox"/>
33 We furnish online tutorials on how to use our website.	<input type="checkbox"/>	<input type="checkbox"/>
34 We provide banner ads on how to use our website. <i>(Banner Ads are messages people can respond to by clicking on the banner and following the link).</i>	<input type="checkbox"/>	<input type="checkbox"/>
35 Our inside and outside sales forces offer impromptu customer training on how to use our website.	<input type="checkbox"/>	<input type="checkbox"/>
36 We offer links to "What's New" on our website.	<input type="checkbox"/>	<input type="checkbox"/>
37 We furnish YouTube® videos on how to navigate our website.	<input type="checkbox"/>	<input type="checkbox"/>
38 We provide formal training courses on how to navigate our website.	<input type="checkbox"/>	<input type="checkbox"/>
39 We offer additional methods to educate customers on how to navigate our website.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for a "Yes" answer to question 32.
Assign 2 points for every "Yes" answer to questions 33-35.
Assign 3 points for every "Yes" answer to questions 36-39.

Maximum Possible Points = 19

Our Score = _____

Site Map: A webpage displaying a website's structure, its sections, links, etc.



Providing an Online Product Catalog

		Yes	No
40	Our online product catalog has quality, product-specific images for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
41	Our online product catalog has long descriptions for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
42	Our online product catalog has product attributes for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
43	Our online product catalog shows standard package quantities for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
44	Our online catalog shows standard pricing for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
45	Our online product catalog has the capability to include/exclude non-stock products.	<input type="checkbox"/>	<input type="checkbox"/>
46	Our online product catalog has up-to-the-minute availability / stock levels and is linked to our business system, i.e., ERP.	<input type="checkbox"/>	<input type="checkbox"/>
47	Our online product catalog suggests accessories for products (Also know as "go withs").	<input type="checkbox"/>	<input type="checkbox"/>
48	Our online product catalog suggests items others have ordered with this product.	<input type="checkbox"/>	<input type="checkbox"/>
49	Our online product catalog suggests promotional products.	<input type="checkbox"/>	<input type="checkbox"/>
50	Our online product catalog provides quoted customer pricing if the customer is "logged in."	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 40-45.
Assign 3 points for every "Yes" answer to questions 46-50.

Maximum Possible Points = 27

Our Score = _____



Searching the Online Product Catalog

		Yes	No
51	Users can search our online catalog by product category (<i>breaker, panelboard, wire, etc.</i>).	<input type="checkbox"/>	<input type="checkbox"/>
52	Users can search our online catalog by Key Word. (<i>keyword search is a word or string of words you type in a search engine</i>).	<input type="checkbox"/>	<input type="checkbox"/>
53	Users can search our online catalog by brand name or manufacturer.	<input type="checkbox"/>	<input type="checkbox"/>
54	Users can search our online catalog by manufacturers' full or partial part numbers (<i>part number begins with, ends with, contains</i>).	<input type="checkbox"/>	<input type="checkbox"/>
55	Users can search our online catalog by distributor stock/nonstock.	<input type="checkbox"/>	<input type="checkbox"/>
56	Users can sort their search results in different ways.	<input type="checkbox"/>	<input type="checkbox"/>
57	Our online catalog allows users to search by customers' full or partial custom part numbers (<i>If the user, i.e., customer is "logged in"</i>).	<input type="checkbox"/>	<input type="checkbox"/>
58	Our online catalog allows users to search by product attribute.	<input type="checkbox"/>	<input type="checkbox"/>
59	Our online catalog returns the most relevant items first, i.e., smart search. (<i>Our online catalog returns the most relevant items first</i>).	<input type="checkbox"/>	<input type="checkbox"/>
60	Our online catalog provides "Find as You Type" (FAYT) capability. (<i>"Find as You Type" refines your search you type in more characters</i>).	<input type="checkbox"/>	<input type="checkbox"/>
61	Our online catalog provides full Boolean Search capability. (<i>A Boolean Search uses the operators AND, OR, and NOT in the description</i>).	<input type="checkbox"/>	<input type="checkbox"/>
62	Our online product catalog allows users to compare up to 5 selected items at a time.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for a "Yes" answer to question 51.
Assign 2 points for every "Yes" answer to questions 52-56.
Assign 3 points for every "Yes" answer to questions 57-62.

Maximum Possible Points = 29

Our Score = _____



Providing Technical Information Online

		Yes	No
63	Users can download specification sheets from our website.	<input type="checkbox"/>	<input type="checkbox"/>
64	Users can download Material Safety Data Sheets (MSDS) from our website.	<input type="checkbox"/>	<input type="checkbox"/>
65	Users can download warranty information from our website.	<input type="checkbox"/>	<input type="checkbox"/>
66	Users can download product safety and recall information from our website.	<input type="checkbox"/>	<input type="checkbox"/>
67	Users can download installation instructions from our website.	<input type="checkbox"/>	<input type="checkbox"/>
68	Users can download User Manuals (<i>with disclaimers</i>) from our website.	<input type="checkbox"/>	<input type="checkbox"/>
69	Users can look up Energy Star ratings on our website.	<input type="checkbox"/>	<input type="checkbox"/>
70	Users can look up RoHS code information on our website. (<i>RoHS is the acronym for the Reduction Of Hazardous Substances, a European Union regulation</i>).	<input type="checkbox"/>	<input type="checkbox"/>
71	Users can view manufacturer information on our website or make “roundtrips” from our website to manufacturers’ websites for specific tools and/or configurators. (<i>We control the experience and ensure the users return to our website</i>).	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every “Yes” answer to questions 63-66.
Assign 2 points for a “Yes” answer to question 67.
Assign 3 points for every “Yes” answer to questions 68-71.

Maximum Possible Points = 18

Our Score = _____



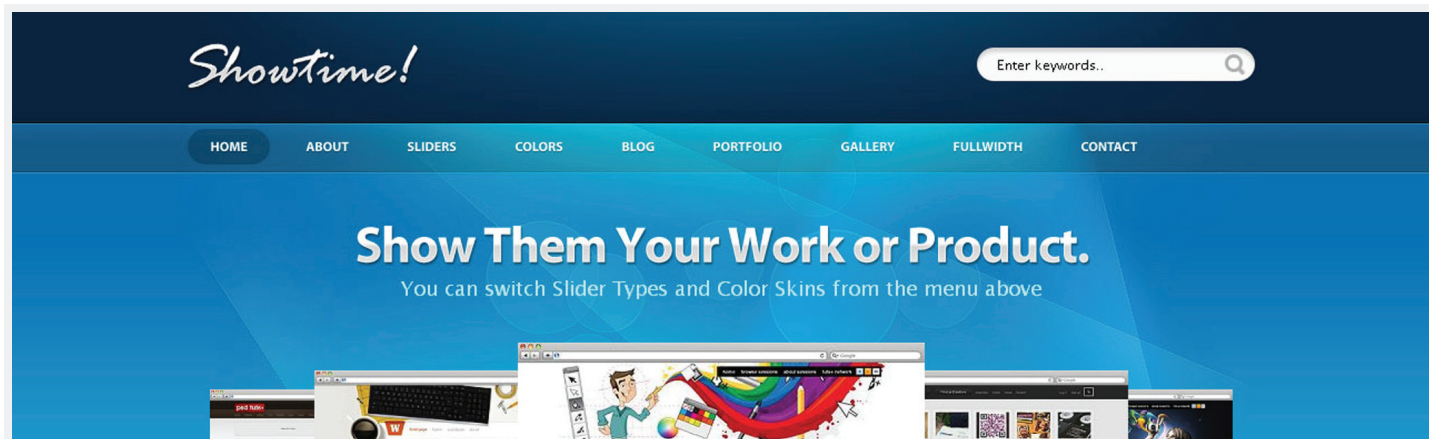
Marketing Online

		Yes	No
72	We use banner ads on our website to promote certain products and/or vendors. (<i>Banner Ads are promotional messages people can respond to by clicking on the banner and following the link to a product description or offering.</i>)	<input type="checkbox"/>	<input type="checkbox"/>
73	We use banner ads on our website to promote new products, and special offers such as Buy One/Get One Free, closeouts, and excess inventory.	<input type="checkbox"/>	<input type="checkbox"/>
74	Our website provides landing pages. (<i>A landing page is the page your website visitors arrive at after clicking on a link. It could be your home page, or any other page in your site.</i>)	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every "Yes" answer to questions 72-73.
Assign 2 points for a "Yes" answer to question 74.

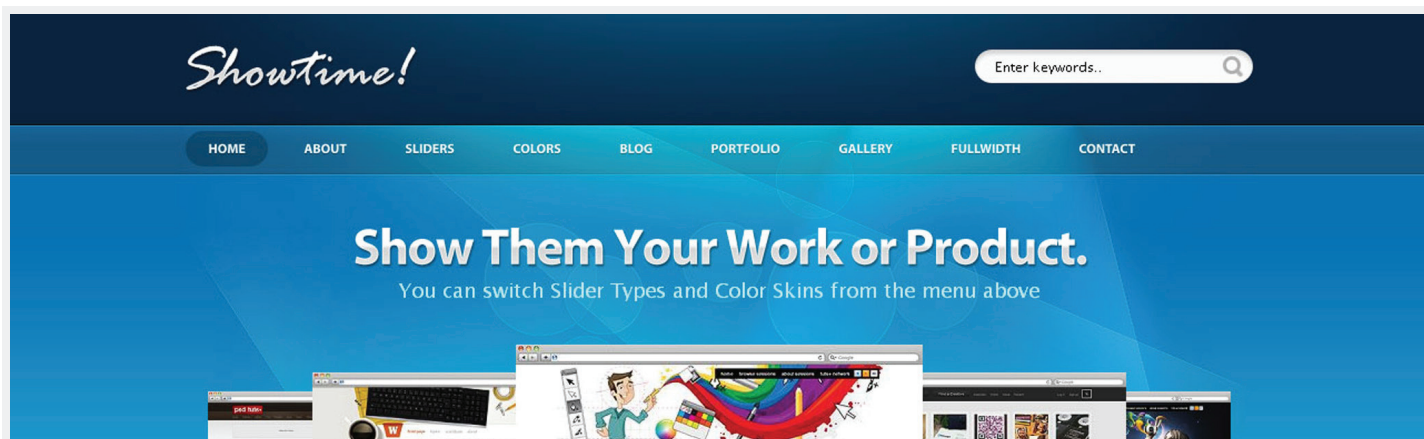
Maximum Possible Points = 4

Our Score = _____



Website Design

		Yes	No
75	Our web page layout appeals to our target audience.	<input type="checkbox"/>	<input type="checkbox"/>
76	Our web pages use a consistent layout throughout our website (<i>header/logo, navigation, etc.</i>).	<input type="checkbox"/>	<input type="checkbox"/>
77	The footer area of each webpage contains a copyright and the date of the last update, as well as links to our site map, contact e-mail address, about us, etc.	<input type="checkbox"/>	<input type="checkbox"/>
78	The layout of our web pages makes good use of basic design principles: <i>repetition, contrast, proximity, alignment, balance of text/graphics/white space on page, etc.</i>	<input type="checkbox"/>	<input type="checkbox"/>
79	Our web pages display without horizontal scrolling on majority of user's devices.	<input type="checkbox"/>	<input type="checkbox"/>
80	Our web pages provide good contrast between text and background.	<input type="checkbox"/>	<input type="checkbox"/>
81	Our home page downloads within 10 seconds.	<input type="checkbox"/>	<input type="checkbox"/>
82	Navigation is easy to use for our target audience, information is easy to find with minimal clicks, and we use breadcrumbs for increased usability. (<i>Breadcrumbs are navigation aids used in websites and other user interfaces. It allows users to keep track of their locations within programs or documents. For example: Target>home>home improvement>flashlights & worklights</i>).	<input type="checkbox"/>	<input type="checkbox"/>
83	Navigating our website does not require the use of images or Flash (<i>Flash is a multimedia authoring and playback system from Adobe®. Flash is used to add animated ads, gaming, video and interactivity to web pages. Not all devices can view Flash; other programs should be reviewed in determining the best authoring system for interactive content on today's web pages and applications</i>).	<input type="checkbox"/>	<input type="checkbox"/>
84	Our website displays on popular versions of modern browsers, including Internet Explorer 8+; Firefox 5+; Safari for Mac and Windows.	<input type="checkbox"/>	<input type="checkbox"/>
85	All internal and external hyperlinks on our website work, all forms function as expected, and all images display appropriately.	<input type="checkbox"/>	<input type="checkbox"/>
86	Color and images are not used alone to convey meaning.	<input type="checkbox"/>	<input type="checkbox"/>
87	Captions are provided for each audio or video file used.	<input type="checkbox"/>	<input type="checkbox"/>



Website Design (Continued)

		Yes	No
88	We use a maximum of 3 colors plus neutrals in page backgrounds / text.	<input type="checkbox"/>	<input type="checkbox"/>
89	Color, graphics, and multimedia files enhance--rather than distract from--our website and the use of animated imagery (especially Flash) is minimal.	<input type="checkbox"/>	<input type="checkbox"/>
90	The graphics on our website are optimized and do not significantly slow page download times.	<input type="checkbox"/>	<input type="checkbox"/>
91	Our image tags use the alt tag to configure alternate text. (An alt tag added in the HTML code behind any image. This tag holds text that fulfills the same function as the image. This is done for many reasons, including: 1. Some web browsers will display this alternate text instead; 2. Accessibility: Some of site visitors cannot see images due to blindness (or color blindness) and the accessibility software will read text on site pages, but cannot read and convey meaning behind images; and most importantly, 3. Search engine bots use alt tags to "read" your web page so using text in these tags that is relevant to the image content can only improve the page ranking), ("Bot" is a shortened version of software robot. A software robot is a software program that gathers and/or filters information over the Internet).	<input type="checkbox"/>	<input type="checkbox"/>
92	Our website consistently uses web safe fonts, font sizes, and font colors.	<input type="checkbox"/>	<input type="checkbox"/>
93	We use common web safe fonts and no more than one font is used in each area.	<input type="checkbox"/>	<input type="checkbox"/>
94	When writing for our website, we use headings, bullet points, short sentences in short paragraphs, line spacing, use of white space, etc.	<input type="checkbox"/>	<input type="checkbox"/>
95	The content and external links to our website are relevant and up to date.	<input type="checkbox"/>	<input type="checkbox"/>
96	We employ contextual linking and avoid the use of "Click here" for internal or external hyperlinks on our website. (A contextual link is one in which the clickable text is made up of a keyword phrase to link to another page within your site or even an external link. Search engines rank web pages higher for links of this nature compared to "click here" style links).	<input type="checkbox"/>	<input type="checkbox"/>
97	Our website provides dynamic menuing (Menus built as a user interacts with them).	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every "Yes" answer to questions 75-96.
Assign 3 points for a "Yes" answer to question 97.

Maximum Possible Points = 25

Our Score = _____

#3 Customers Must Overcome Their Fears of Conducting Business Online

Key ways to help customers allay customer fears include:

- Ensuring data security
- Providing customer care
- Offering online product training
- Handling returns and exchanges

Ensuring Data Security

		Yes	No
98	Our web servers are housed at a data center that is PCI and SAS 70 certified. <i>(If your answer to question 98 is "Yes," skip questions 99-111).</i>	<input type="checkbox"/>	<input type="checkbox"/>
99	Our web servers have multiple levels of electronic security 24/7.	<input type="checkbox"/>	<input type="checkbox"/>
100	Our web servers are housed in an area with restricted access.	<input type="checkbox"/>	<input type="checkbox"/>
101	Our web servers are under real-time camera surveillance.	<input type="checkbox"/>	<input type="checkbox"/>
102	Our web servers reside in double-keyed cabinets.	<input type="checkbox"/>	<input type="checkbox"/>
103	Our web servers are PCI certified (<i>Payment Card Industry (PCI) compliance is adherence to a set of specific information security standards that were developed to protect credit card information during and after a financial transaction. PCI compliance applies to ALL organizations or merchants, regardless of size or number of transactions, that accepts, transmits, or stores any cardholder data</i>).	<input type="checkbox"/>	<input type="checkbox"/>
104	Our web servers are SAS 70 certified (<i>Statement on Auditing Standards (SAS) No. 70, is an internationally recognized auditing standard used to report on the processing of transactions, and provides an authoritative guidance that enables service organizations to disclose control activities and processes to auditors and customers in a uniform format. When a service auditor issues a report that has been prepared in accordance with SAS 70, this signifies that a service organization has had its control activities and control objectives examined by an independent accounting and auditing company</i>).	<input type="checkbox"/>	<input type="checkbox"/>
105	Our web servers have access to several network providers.	<input type="checkbox"/>	<input type="checkbox"/>
106	Our web servers are protected by a dry-pipe fire suppression system.	<input type="checkbox"/>	<input type="checkbox"/>
107	Our web servers are located in a building rated Zone 4 for seismic activity.	<input type="checkbox"/>	<input type="checkbox"/>
108	Our web servers are <u>not</u> located in a flood zone.	<input type="checkbox"/>	<input type="checkbox"/>
109	Our web servers are cooled by redundant HVAC systems.	<input type="checkbox"/>	<input type="checkbox"/>
110	Our web servers are attached to uninterruptable power supplies.	<input type="checkbox"/>	<input type="checkbox"/>
111	Our web servers are attached to back-up generators.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 15 points for a "Yes" answer to question 98.
Assign 1 point for every "Yes" answer to questions 99-111.

Maximum Possible Points = 15

Our Score = _____

Cyber-Security: Protection of digital business information against theft and misuse.



Providing Customer Care

		Yes	No
112	We provide "Contact Us" information on every web page (telephone, fax, email, and text).	<input type="checkbox"/>	<input type="checkbox"/>
113	We offer "Find a Location" information on our website.	<input type="checkbox"/>	<input type="checkbox"/>
114	Our website provides answers to Frequently Asked Questions (FAQs).	<input type="checkbox"/>	<input type="checkbox"/>
115	Our website has a Help Desk <u>ONLY</u> during normal business hours.	<input type="checkbox"/>	<input type="checkbox"/>
116	Our website has "Live Chat" Capability <u>ONLY</u> during normal business hours.	<input type="checkbox"/>	<input type="checkbox"/>
117	Our website has a Help Desk 24/7.	<input type="checkbox"/>	<input type="checkbox"/>
118	Our website has "Live Chat" capability 24/7.	<input type="checkbox"/>	<input type="checkbox"/>
119	Our website offers "Blogs." (A "Blog" is a personal online journal with reflections, comments, and often hyperlinks provided by the writer).	<input type="checkbox"/>	<input type="checkbox"/>
120	Our website offers users the ability to Share Success Stories.	<input type="checkbox"/>	<input type="checkbox"/>
121	Users can publish reviews on our website.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every "Yes" answer to questions 112-114.
 Assign 2 points for every "Yes" answer to questions 115-116.
 Assign 3 points for every "Yes" answer to questions 117-121.

Maximum Possible Points = 22

Our Score = _____



Offering Product Training Online

	Yes	No
122 We supply product training material online.	<input type="checkbox"/>	<input type="checkbox"/>
123 We furnish online product training Tutorial Videos.	<input type="checkbox"/>	<input type="checkbox"/>
124 We offer “moderated” product training webinars.	<input type="checkbox"/>	<input type="checkbox"/>
125 We have a Full-Fee online training site.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every “Yes” answer to questions 122-123.
Assign 3 points for every “Yes” answer to questions 124-125.

Maximum Possible Points = 8

Our Score = _____



Handling Returns and Exchanges

	Yes	No
126 Our Terms & Conditions are available on our website.	<input type="checkbox"/>	<input type="checkbox"/>
127 Our Return and Exchange Policy is available on our website.	<input type="checkbox"/>	<input type="checkbox"/>
128 We offer an Online Return Material Authorization (RMA) Process.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every “Yes” answer to questions 126-127.
Assign 3 points for a “Yes” answer to question 128.

Maximum Possible Points = 5

Our Score = _____

**Tally Your Score**

		Maximum Score	Your Score
#1 Customers must be able to Find the Website			
Page 2	Promoting the Website to Customers	7	
3	Optimizing the Website for Search Engines	21	
4	Supporting Mobile Devices	25	
5	Analyzing Website Usage	25	
"Find the Website"		78	
#2 Customers must be able to Locate Products			
Page 6	Educating Customers How to Find Information	19	
7	Providing an Online Product Catalog	27	
8	Searching the Online Product Catalog	29	
9	Providing Technical Information Online	18	
10	Marketing Online	4	
12	Website Design	25	
"Locate Products"		122	
#3 Customers Must Overcome Their Fears of Conducting Business Online			
Page 13	Ensuring Data Security	15	
14	Providing Customer Care	22	
15	Offering Product Training Online	8	
15	Handling Returns and Exchanges	5	
"Overcome Fears"		50	
Total Effective Online Presence Score		250	



Scoring

212-250 Points: World Class Online Presence

Congratulations, your online presence ranks with the best in the world! Continue to invest in your online presence by hiring the right people, staying abreast of the latest Internet technological innovations, and listening to customer feedback.

175-211 Points: Competitive Online Presence

Your company has an effective online presence, but there still is room for improvement. Continue to maintain visibility into your company's Internet capabilities. Use this checklist as a guide in developing a strategic technology roadmap to take your website to the next level, so your company can be more productive, generate more cash, and grow sales.

Below 175 Points

Don't be left behind! Focus more attention on your online presence. Think about the Internet in terms of how it can help your company be more productive, generate more cash, and grow sales. Devote sufficient resources to developing your online presence. If you don't have the skills to accomplish this task in-house, consider hiring a technology coach to develop a strategic technology roadmap for your company.

Keep up-to-date on the latest technology trends by subscribing to technology websites such as cio.com, wired.com, and websitemagazine.com



What You Can Do

Technology is shifting the way business is done from person-to-person to the Internet. Electrical distributors must use Internet technology as a competitive weapon to cement the viability of the channel into the future.

Please help us leverage the collective knowledge of the industry by giving us your feedback! Share your insight and input with the task force by calling NAED's Member Services at toll free at 1.888.791.2512 or emailing memberservices@naed.org.

The *Executive's Guide #2: Checklist for an Effective Online Presence* was developed to help distributor executives understand many basic Internet concepts and stimulate conversations with Information Technology (IT) professionals. Use it to strengthen your company's online presence.

And be on the look-out for additional tools from NAED's Strategic Technology Task Force, including *Executive's Guide #3: Strategically Managing Your Company's E-Commerce Capability* and *Executive's Guide #4: Checklist for an Effective E-Commerce Website*, scheduled for release 3rd Quarter 2012 and available for download on www.naed.org/strategictechnology.

To view other tools NAED's Strategic Technology Task has created for distributor executives, visit www.naed.org/strategictechnology