



# E-COMMERCE STRATEGY & ROADMAP FOR DISTRIBUTORS



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DEFINE OVERALL GOALS & VISION



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SITE REVIEW & ASSESSMENT



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SEO & ANALYTICS AUDIT



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COMPETITIVE ASSESSMENT



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CUSTOMER IMPRESSIONS



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STRATEGY & ROADMAP

## STARTING WITH A SOUND ECOMMERCE STRATEGY HELPS YOUR ORGANIZATION CREATE A COMPREHENSIVE PLAN TO ACHIEVE YOUR DESIRED OUTCOMES.

<p><b>DEFINE OVERALL GOALS &amp; VISION</b></p>	<p><b>What outcomes are you trying to achieve?</b> Define the overall opportunity for e-commerce within the “future state” company vision and determine how this translates into executional objectives for each focus area</p>
<p><b>SITE AND TECHNOLOGY REVIEW &amp; ASSESSMENT</b></p>	<p><b>How good is your current site?</b> B2X evaluates your current website using an expert analysis to identify opportunities to incrementally improve the customer experience. B2X additionally assesses the current or proposed technology stack</p>
<p><b>SEO &amp; ANALYTICS ASSESSMENT</b></p>	<p><b>Can your customers find you on Google?</b> How do you measure it? Keyword analysis and understanding customer intent – that is, how prospects and customers in your market or industry use Google and the other search engines to find product that you sell. Also includes an assessment of your current analytics and insights.</p>
<p><b>COMPETITIVE ASSESSMENT</b></p>	<p><b>Who are your competitors and what are they doing online?</b> B2X takes a look at your competitors’ eCommerce sites and identifies issues and opportunities for your organization against both regional and national competitors.</p>
<p><b>CUSTOMER IMPRESSIONS</b></p>	<p><b>Why do some customers buy from you online and some don’t?</b> What do they want and need in their digital customer experience? Through interviews with select customers and internal stakeholders B2X develops an independent review of what the current site supports well, and where opportunities for improvement lie.</p>
<p><b>STRATEGY &amp; ROADMAP</b></p>	<p><b>What is the order of priority and the plan?</b> The strategy and roadmap are the documented recommendations and prioritization to achieve your goals and objectives.</p>