# BUSINESS ONLINE EMBEDDING ACTION PLAN

## **EMBEDDING STEPS**

There are several steps to consider in turning a short-term improvement into a sustainable change.

You should consider how often you want to review your approach (and returning to this topic will be a useful way to do this). You can also consider where you can become better over time, and what longer term actions you need to take.

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| **BUSINESS ONLINE EMBEDDING IDEAS** | |
| **Impact metrics** | Once you’ve made some changes you should look back to your goals and conversions to see what impact the changes have made. It’s good to check on these metrics every month for most businesses, but you should do this more frequently if your website has high traffic or makes a major contribution to your sales. |
| **Optimisation** | You can broaden the aspects of web optimisation that you focus on, beyond the top five that we have looked at in this topic, by exploring some of the other tools in the referenced materials. |
| **Competitors review** | You could consider carrying out a competitor web review every six months or so. This will generate great intelligence for you across several areas of your business, as well as for web optimisation specifically. |
| **Long-term needs** | You should make a longer-term plan for digital skills in your business, as almost all small companies will need more of these in the future. You could consider this in any recruitment activity you are planning as well as thinking about longer term training and development. |

## **INSTRUCTIONS**

Use this documentto build an **Embedding Action Plan** for **Business Online**.

Additionally, you can use this as a template to take notes on what you’ve learned or record your thoughts about how the topic impacts your business.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_** | **Topic:** |
| **How often will you review this topic / your approach?** |  |
| **Where will you get new information from?** |  |
| **What other support do you need to access?** |  |
| **Other notes and ideas:** |  |

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| Action Reference | Action | Who is responsible for implementing the action? | What is the planned deadline for the action? | How will you measure the success of this action? |
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