# BUSINESS ONLINE IMPROVEMENT ACTION PLAN

## **IMPROVEMENT IDEAS**

Here are **three improvement ideas** for **Business Online**.

|  |
| --- |
| **BUSINESS ONLINE IMPROVEMENT IDEAS**  |
| **Competitor comparison** | If you have identified what you want to change but aren’t sure what to change it to, you can conduct a *competitor web review*. Choose a competitor (or a few) that you rate highly and apply the Analyse Tool elements to their site. You won’t want to copy what they have, as that won’t be right for your business, but it may give you some inspiration and ideas you can adapt for yourself. |
| **Make internal improvements** | If you’re comfortable and have the skills that you need you can work through your fix list, based on your RAG ratings, yourself. You can simply split out the items you want to work on to make it manageable.  If you’re less comfortable, you might have someone else in the business, or someone you can call from your personal contacts, who feels more comfortable making the changes. |
| **Seek external support** | If you aren’t comfortable making changes yourself and don’t have people around you who can help, identify what further skills support or resources you need.  This could be more in-depth learning for you or one of your staff, or it could be about identifying an external consultant or freelancer to work on this as a project. Don’t forget to consider your wider network. You might be able to do a “skills swap” with someone from another small business, where they help you with this and you offer your expertise to them in a different area of business. |

**CREATING AN IMPROVEMENT ACTION PLAN**

## You can decide which priorities you want to capture with an *improvement action plan* that will ensure that you:

|  |  |
| --- | --- |
| **Self-Reflect** | take time to reflect and think about your analysis, what has happened before, what actions have brought about success or partial success and what actions have helped, what actions have not helped. |
| **Clarify** | clarify your main objectives and identify what change is required |
| **Identify** | identify your progress and measures of success that contribute towards your main objectives |

## These priorities could be one action against each of the *Improvement* suggestions above or multiple actions against one or two suggestions. If the topic so far has sparked some different ideas of your own, feel free to include these actions as well or instead of the ones we have suggested.

**INSTRUCTIONS**

Use this documentto build an **Improvement Action Plan** comprising **your top 3 priorities** for **Business Online.**

|  |  |
| --- | --- |
| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 1:**  |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

|  |  |
| --- | --- |
| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 2:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

|  |  |
| --- | --- |
| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 3:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |