

# DreamStartup

## TECH PULSE REVIEW (TPR)

September 2024

Prepared for

Presented to

# TECH PULSE REVIEW

The Tech Pulse Review (TPR) provides a targeted framework to evaluate your digital strategy, uncovering critical gaps and identifying growth opportunities.

Completing the **TPR** will help refine your digital strategy for sustained growth.

## Profile Information

| Identifier       | Description |
|------------------|-------------|
| Objectives       |             |
| Website          |             |
| Company Name     |             |
| Business Type    |             |
| Business Address |             |
| Contact          |             |
| Size             |             |
| Audit Date       |             |

TPR assessment framework helps you understand your digital **performance and track your score** for deeper insights.

## WHAT YOU WILL NEED?

Set aside **30 minutes to complete the TPR.**

Use either a printed version or an online PDF editor.

Answer **1 for yes and 0 for no**, and tally scores for each sub-category as you complete the sections.

# TECH PULSE REVIEW

The Tech Pulse Review (TPR) offers a focused framework for assessing your digital strategy, revealing critical gaps and growth opportunities.



Regular audits provide a **clear roadmap** for ongoing digital optimisation and improved market competitiveness.



# CONTENT

Evaluate how content drives engagement and supports business goals.

| Assessment  | Description  | Score                 |
|---|--|-----------------------|
| Content Readiness   | Does the content contribute to conversions and sales?          |                       |
| Audience <u>Alignment</u>                                     | Is the content tailored to the needs of the target market?     |                       |
| Search Integration  | Is the content optimised for search and aligned with keywords? |                       |
| Engagement  | Does the content encourage user interaction?                   |                       |
| Value Delivery  | Does the content provide clear value to users?                 |                       |
| Content Freshness   | Is the content updated regularly?                              |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Content is well-optimised and drives conversions.  | 5-6   |
| Stable           | Content performs adequately but needs improvement. | 3-4   |
| Critical         | Content lacks alignment with audience or goals.    | 0-2   |

| Auditors Remarks |
|------------------|
|                  |

2



USER JOURNEY

# USER JOURNEY

The user journey tracks how users interact with a brand, from initial discovery to becoming repeat customers and loyal advocates.

| Assessment  | Description                                  | Score                 |
|---|--|-----------------------|
| Awareness   | Is the brand attracting the right users?     |                       |
| Engagement  | Are users actively interacting with content? |                       |
| Conversion  | Is the conversion process simple and clear?  |                       |
| Retention   | Are users returning for future interactions? |                       |
| Advocacy  | Are users promoting the brand to others?     |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | High user engagement, conversions, and loyalty.     | 4-5   |
| Stable           | Decent engagement, but retention needs improvement. | 2-3   |
| Critical         | Low engagement and poor conversions.                | 0-1   |

**Auditors Remarks**

3



TRAFFIC

## TRAFFIC

Tracks how website visitors convert into customers, focusing on traffic quality and conversion improvements.

| Assessment  | Description   | Score                 |
|---|---|-----------------------|
| Traffic Source  | Are you getting the right visitors to your site?      |                       |
| Call to Action  | Are your calls to action clear and motivating?        |                       |
| Conversion Path   | Is it easy for visitors to complete a desired action? |                       |
| Bounce Rate   | Are most visitors staying on the site after arriving? |                       |
| Conversion Rate   | Are enough visitors becoming customers or leads?      |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Traffic is relevant, with strong conversions.                 | 4-5   |
| Stable           | Traffic is decent, but improvements in conversion are needed. | 2-3   |
| Critical         | Traffic is poorly targeted, with low conversion rates.        | 0-1   |

### Auditors Remarks



# DATA

To make informed decisions, businesses must gather accurate data, analyse trends, and leverage insights to drive growth.

| Assessment  | Description  | Score                 |
|---|--|-----------------------|
| Collection  | Is relevant data consistently collected from users?    |                       |
| Decisions   | Are decisions regularly based on data insights?        |                       |
| Accuracy  | Is the data free of errors and inconsistencies?        |                       |
| Forecasting   | Is data used to predict future trends or behaviours?   |                       |
| Segmentation  | Is data segmented to target different customer groups? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Data collection and insights fully guide decisions.      | 4-5   |
| Stable           | Data is used, but needed work in accuracy or application | 2-3   |
| Critical         | Data is poorly collected or not used effectively.        | 0-1   |

**Auditors Remarks**

5



BRAND

# BRAND

To make informed decisions, businesses must gather accurate data, analyse trends, and leverage insights to drive growth.

| Assessment  | Description   | Score                 |
|---|---|-----------------------|
| Brand Clarity   | Is your brand easy to understand?                   |                       |
| Target Fit  | Does your brand match your target audience?         |                       |
| Value Communication   | Is your brand's value clearly communicated?         |                       |
| Market Differentiation  | Is your brand clearly different from competitors?   |                       |
| Emotional Impact  | Does your brand connect emotionally with customers? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Brand is clear, distinct, and emotionally resonant.         | 4-5   |
| Stable           | Brand works but needs clearer messaging or differentiation. | 2-3   |
| Critical         | Brand lacks clarity or fails to connect with customers.     | 0-1   |

**Auditors Remarks**





# HUMAN RESOURCES

Attract, develop, and retain skilled employees to drive growth, and retain skilled employees while fostering a positive workplace culture.

| Assessment  | Description                                   | Score                 |
|---|---|-----------------------|
| Hiring Process  | Is it easy to hire the right people?          |                       |
| Workplace Culture   | Is the work environment positive?             |                       |
| Employee Retention  | Are employees staying with the company?       |                       |
| Skills Training   | Are employees getting the training they need? |                       |
| HR Support  | Is HR providing the support employees need?   |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | HR is strong, with positive culture and talent retention. | 4-5   |
| Stable           | HR is working but needs improvement in key areas.         | 2-3   |
| Critical         | HR is underperforming, requiring urgent attention.        | 0-1   |

| Auditors Remarks |
|------------------|
|                  |



# COMPETITION

To stay competitive, businesses must always watch their rivals, adjust their strategies, and strengthen what makes them unique.

| Assessment  | Description   | Score                 |
|---|---|-----------------------|
| Market Share  | Is your market share increasing?                    |                       |
| Competitiveness   | Is your pricing in line with competitors?           |                       |
| Differentiation   | Is your product clearly different from competitors? |                       |
| Customer Loyalty  | Are customers choosing your brand over others?      |                       |
| Competitor Monitoring   | Are you regularly reviewing competitor strategies?  |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Dominating the market with strong differentiation and growth. | 4-5   |
| Stable           | Holding ground but needs sharper differentiation or strategy. | 2-3   |
| Critical         | Struggling to compete; requires immediate improvement.        | 0-1   |

| Auditors Remarks |
|------------------|
|                  |

8



## BUDGETING

# BUDGETING

Budgeting ensures resources are used efficiently and can adapt to future needs.

| Assessment  | Description   | Score                 |
|---|---|-----------------------|
| Allocation  | Is your budget focused on the highest priorities?   |                       |
| ROI Analysis  | Do you regularly assess the returns on investments? |                       |
| Cost Efficiency   | Are unnecessary expenses kept under control?        |                       |
| Flexibility   | Can your budget adjust to unexpected changes?       |                       |
| Forecasting   | Are future financial projections backed by data?    |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Budget is well-managed, prioritised, and adaptable to changes. | 4-5   |
| Stable           | Budgeting is functional but lacks flexibility or efficiency.   | 2-3   |
| Critical         | Budgeting is inefficient, with poor cost control and planning. | 0-1   |

### Auditors Remarks



# SEARCH

To improve visibility and trust, businesses must optimise search engines by enhancing expertise, authority, and credibility.

| Assessment  | Description                                    | Score                 |
|---|--|-----------------------|
| SEO Review  | Are SEO strategies regularly updated?          |                       |
| Clicks  | Are people clicking on your search results?    |                       |
| Conversions   | Are search visitors turning into customers?    |                       |
| Impressions   | Are more people seeing your search results?    |                       |
| Keywords  | Are the right keywords used on key pages?      |                       |
| Rankings  | Are your pages ranking high on search engines? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Search performance is strong, driving traffic and conversions. | 5-6   |
| Stable           | Search is working but needs improvement in rankings or clicks. | 3-4   |
| Critical         | Search efforts are weak, with low visibility and engagement.   | 0-2   |

| Auditors Remarks |
|------------------|
|                  |



# CAMPAIGNS

To drive success, businesses must create focused campaigns that engage audiences, generate conversions, and deliver measurable results.

| Assessment  | Description                                      | Score                 |
|---|--|-----------------------|
| Campaigns Running   | Are campaigns active and ongoing?                |                       |
| Paid Ads  | Are paid ads driving relevant traffic?           |                       |
| Engagement Levels   | Are users engaging with campaign content?        |                       |
| Performance Tracking  | Are campaigns regularly tracked and improved?    |                       |
| Conversions   | Are campaigns converting traffic into customers? |                       |
| Audience Targeting  | Are campaigns targeting the right demographic?   |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Campaigns are well-targeted, converting, and driving results. | 5-6   |
| Stable           | Campaigns work but need better targeting or tracking.         | 3-4   |
| Critical         | Campaigns are underperforming and lack engagement.            | 0-2   |

| Auditors Remarks |
|------------------|
|                  |

11



SOCIAL

## SOCIAL-PROOF

To build trust and credibility, businesses must leverage customer reviews and endorsements, strengthening their reputation and influence.

| Assessment  | Description                                    | Score                 |
|---|--|-----------------------|
| Press Mentions  | Is your brand featured in the media?           |                       |
| Influencer Support  | Are influencers promoting your brand?          |                       |
| Endorsements  | Do trusted groups endorse your brand?          |                       |
| Community   | Is your brand active in community causes?      |                       |
| Social Mentions   | Are customers talking about your brand online? |                       |
| User Content  | Are customers sharing posts about your brand?  |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Strong social proof with wide media and community support. | 5-6   |
| Stable           | Social proof is present but needs improvement.             | 3-4   |
| Critical         | Lacks sufficient social proof and customer engagement.     | 0-2   |

### Auditors Remarks



## CRM REVIEW

# CRM REVIEW

Effective CRM systems help manage customer interactions, improve retention, and boost sales.

| Assessment  | Description  | Score                 |
|---|--|-----------------------|
| Lead Tracking   | Is the CRM tracking leads clearly?                     |                       |
| Pipeline Management   | Is the sales pipeline easy to follow?                  |                       |
| Reporting   | Does the CRM provide helpful reports?                  |                       |
| Segmentation  | Does the CRM group customers effectively?              |                       |
| Follow-Up   | Are customer follow-ups consistent and timely?         |                       |
| Automation  | Are repetitive operational tasks automated in the CRM? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment                                | Score |
|------------------|---|-------|
| Optimal          | CRM is highly effective and well-managed. | 5-6   |
| Stable           | CRM works but needs some improvements.    | 3-4   |
| Critical         | CRM is underperforming and inefficient.   | 0-2   |

### Auditors Remarks

13



POSITION

## MARKET POSITION

Market positioning defines how a brand is viewed compared to competitors and influences customer choices and loyalty.

| Assessment  | Description  | Score                 |
|---|--|-----------------------|
| Leader  | Is the brand seen as a leader?                     |                       |
| Reputation  | Is the brand trusted by customers?                 |                       |
| Unique  | Is the brand's value clear to customers?           |                       |
| Audience  | Does the brand fit the target audience?            |                       |
| Clear Value   | Is the brand's value clear to customers?           |                       |
| Competitive Edge  | Does the brand have an advantage over competitors? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Brand is highly visible, trusted, and competitively positioned. | 5-6   |
| Stable           | Brand is positioned well but needs improvement to stand out.    | 3-4   |
| Critical         | Brand lacks strong positioning and customer trust.              | 0-2   |

### Auditors Remarks



14



AUTOMATION

## AUTOMATION

Automation reduces manual effort and enhances efficiency in sales and e-commerce operations, ensuring smoother workflows.

| Assessment  | Description                             | Score                 |
|---|---|-----------------------|
| Task Automation   | Are routine tasks automated?            |                       |
| Sales Follow-Up   | Are sales follow-ups automated?         |                       |
| Stock Management  | Is inventory automatically tracked?     |                       |
| Order Processing  | Are orders automatically processed?     |                       |
| Customer Handling   | Is customer or lead tracking automated? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Automation is fully in place, ensuring seamless operations. | 4-5   |
| Stable           | Automation works but requires improvements for efficiency.  | 2-3   |
| Critical         | Limited automation, causing operational delays.             | 0-1   |

**Auditors Remarks**



# CYBERSECURITY

Cybersecurity protects your business from threats, ensuring data security and safeguarding operations from cyber risks.

| Assessment  | Description                                  | Score                 |
|---|--|-----------------------|
| Security  | Are your systems secure?                     |                       |
| Speed   | Are your systems fast enough?                |                       |
| Technical Debt  | Are you reducing technical debt?             |                       |
| Integration   | Do all systems and tools work together?      |                       |
| Bug Reporting   | Are system bugs reported automatically?      |                       |
| Scalability   | Can your systems handle more users and data? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Strong protections in place, ensuring full security and data safety. | 5-6   |
| Stable           | Security is in place but some improvements are needed.               | 3-4   |
| Critical         | Significant security gaps, requiring immediate attention.            | 0-2   |

**Auditors Remarks**

16



TECHNOLOGY

## TECH-ARCHITECTURE

Tech architecture ensures your systems are secure, efficient, and scalable for long-term success.

| Assessment  | Description                                  | Score                 |
|---|--|-----------------------|
| Security  | Are your systems secure?                     |                       |
| Speed   | Are your systems fast enough?                |                       |
| Technical Debt  | Are you reducing technical debt?             |                       |
| Integration   | Do all systems and tools work together?      |                       |
| Bug Reporting   | Are system bugs reported automatically?      |                       |
| Scalability   | Can your systems handle more users and data? |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |  | <b>Category Score</b> |

| Performance Band | Assessment  | Score |
|------------------|---|-------|
| Optimal          | Systems are well-optimised, secure, and scalable for future growth. | 5-6   |
| Stable           | Systems work but require upgrades for full efficiency.              | 3-4   |
| Critical         | Systems face significant issues and need urgent fixes.              | 0-2   |

**Auditors Remarks**



# OPERATIONS

Efficient operations ensure smooth business functions and strong team performance.

| Assessment  | Description                                     | Score                 |
|---|---|-----------------------|
| Efficiency  | Are daily business processes efficient?         |                       |
| Operational Costs   | Are operational expenses well controlled?       |                       |
| Communication   | Is team communication clear and productive?     |                       |
| Customer Support  | Is customer service responsive and effective?   |                       |
| Risk Management   | Are potential risks identified and mitigated?   |                       |
| Productivity  | Is employee performance tracked and improved?   |                       |
| Maintenance   | Are systems and equipment regularly maintained? |                       |
| Adaptability  | Can operations quickly adapt to changes?        |                       |
| <b>Score 1:</b> Meets standards. <b>Score 0:</b> Falls short. |   | <b>Category Score</b> |

| Performance Band | Assessment   | Score |
|------------------|--|-------|
| Optimal          | Operations are highly effective and smooth-running.    | 7-8   |
| Stable           | Operations are functional but need refinement.         | 4-6   |
| Critical         | Operations are struggling and need urgent improvement. | 0-3   |

| Auditors Remarks |
|------------------|
|                  |

# TECH PULSE REVIEW

## SCORE SHEET

Tech Pulse Review evaluates core business functions, highlighting performance gaps and offering insights for improvement.

| Assessment         | Optimal   | Stable    | Critical  | Your Score |
|--------------------|-----------|-----------|-----------|------------|
| 1. Content         | 6         | 4         | 2         |            |
| 2. User Journey    | 5         | 3         | 1         |            |
| 3. Traffic         | 5         | 3         | 1         |            |
| 4. Data            | 5         | 3         | 1         |            |
| 5. Brand Trust     | 5         | 3         | 1         |            |
| 6. Human Resources | 5         | 3         | 1         |            |
| 7. Competition     | 5         | 3         | 1         |            |
| 8. Budgeting       | 5         | 3         | 1         |            |
| 9. Search          | 6         | 4         | 2         |            |
| 10. Campaigns      | 6         | 4         | 2         |            |
| 11. Social Proof   | 6         | 4         | 2         |            |
| 12. CRM            | 6         | 4         | 2         |            |
| 13. Positioning    | 6         | 4         | 2         |            |
| 14. Automation     | 5         | 3         | 2         |            |
| 15. Security       | 6         | 4         | 2         |            |
| 16. TechArchitect  | 6         | 4         | 2         |            |
| 17. Operations     | 8         | 5         | 3         |            |
| <b>Totals</b>      | <b>96</b> | <b>61</b> | <b>28</b> |            |

# DreamStartup

## TECH PULSE REVIEW (TPR)

### FULL TECH PULSE REVIEW

Order your TPR with detailed auditor insights to establish your brand's foundation and growth strategy today.

<https://dreamstartup.co.uk/tech-pulse-review/>

### TPR FEEDBACK

Share constructive feedback on the TPR framework to help us improve and refine future assessments.

[support@dreamstartup.co.uk](mailto:support@dreamstartup.co.uk)