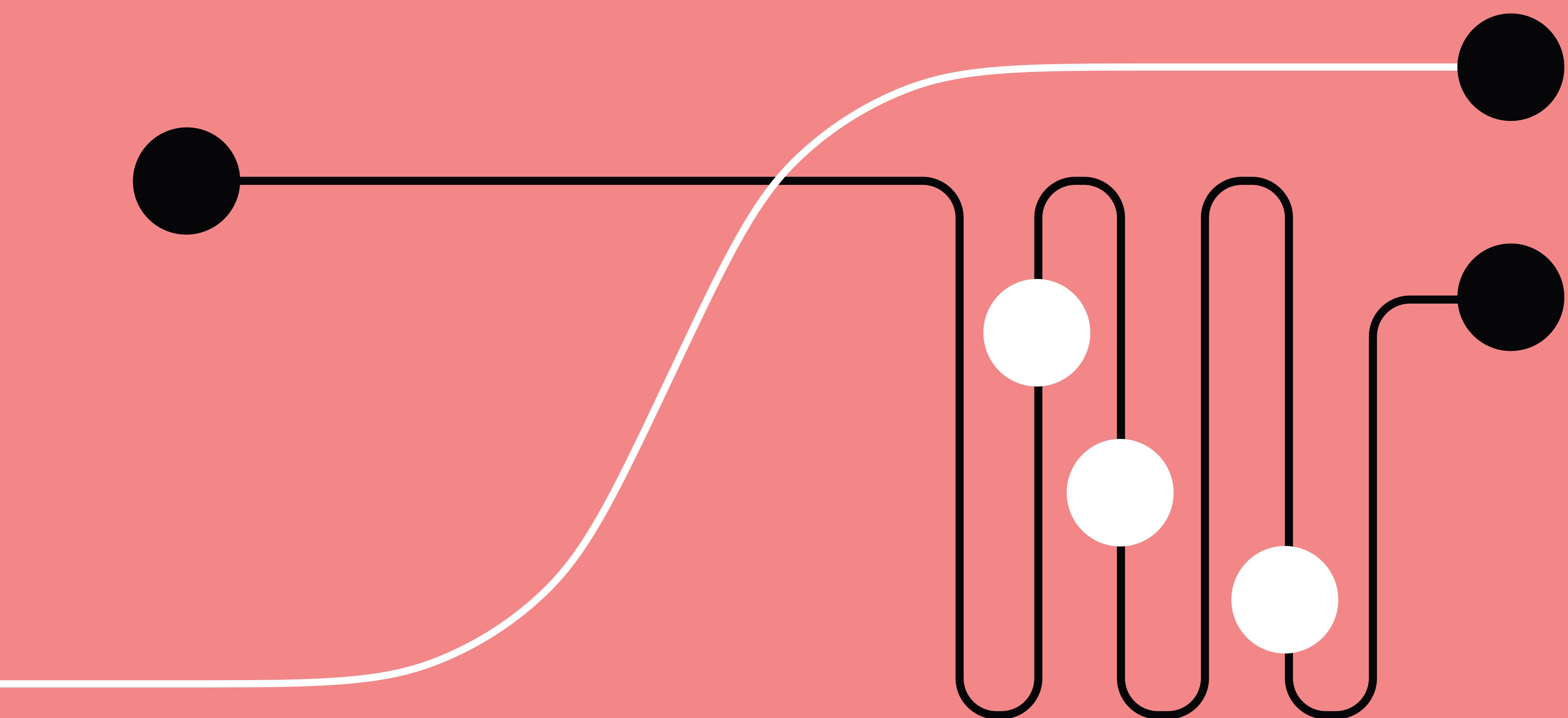


everything connected

# Digital Experience Checklist 2026



# Your 10-Point Digital Experience Scorecard (2026)

Use this checklist to benchmark your digital experience and uncover where your biggest growth opportunities sit.

Your score will highlight:

- Where you're strong
- Where friction is costing you
- The right next steps (from foundational fixes to advanced optimisation).

● Navigation	0	1	2	3	4	5	6	7	8	9	10
● Mobile optimisation	0	1	2	3	4	5	6	7	8	9	10
● Message clarity	0	1	2	3	4	5	6	7	8	9	10
● Content quality	0	1	2	3	4	5	6	7	8	9	10
● Conversion friction	0	1	2	3	4	5	6	7	8	9	10
● Accessibility	0	1	2	3	4	5	6	7	8	9	10
● Analytics accuracy	0	1	2	3	4	5	6	7	8	9	10
● Brand consistency	0	1	2	3	4	5	6	7	8	9	10
● Technical performance	0	1	2	3	4	5	6	7	8	9	10
● Totals											

Total Score

/100

## Scoring Guidance

0–4: High risk — major opportunity to unlock revenue

5–7: At risk — improvements will deliver strong uplift

8–10: Competitive — focus on continuous optimisation

# DXO Maturity Scale

## Where Are You on the DXO Maturity Scale (1-5)?

**Level 1** — Fixing: firefighting, no clarity, inconsistent decisions

**Level 2** — Improving: pockets of progress, but no alignment

**Level 3** — Evolving: UX, content, brand, and tech starting to work together

**Level 4** — Transforming: a coordinated roadmap shaped by evidence

**Level 5** — Optimising: continuous improvement, measurable impact

Level 1

### Fixing

We react more than we improve.

#### Typical Symptoms

- Most digital decisions are reactive ("fix this issue", "patch that page").
- No shared understanding of what users actually need.
- Analytics are unreliable, untrusted or rarely used.
- Pages are built quickly, without standards or consistency.
- Teams work in silos: Marketing, UX, Content and Tech rarely collaborate.
- "We don't know why conversions are dropping."

#### If this sounds like you:

You're losing revenue to friction you can't see. Your biggest wins come from clarity: understanding buyer and user journeys, auditing these journeys, clearly defined content strategies, brand and performance.

Level 2

### Improving

We're trying, but it's inconsistent.

#### Typical Symptoms

- Improvements happen, but depend on individual people, not shared processes.
- You fix issues as they appear, but don't prevent them.
- Some journeys have been optimised... others haven't.
- Data is used sometimes, but often overridden by opinions.
- You're repeating similar tasks across teams (duplicate effort).

#### If this sounds like you:

Your organisation is doing "good things", just not in a joined-up way. Your biggest wins come from alignment: shared KPIs, shared backlogs, universally available insights, shared direction.

Level 3

## Evolving

We're starting to behave like one digital team.

### Typical Symptoms

- UX, Content, Brand and Tech finally talk meaningfully.
- You know your top journeys and have fixed some key friction points.
- Your analytics are mostly trusted, even if not perfect.
- Your CMS, CRM and marketing tools are being used, but not fully utilised.
- Stakeholders are asking better questions: "What does the data say?"

### If this sounds like you:

You're ready for a true roadmap. Your biggest wins come from structure: performance KPIs, optimisation cycles, content frameworks.

Level 4

## Transforming

We have a clear DX strategy driven by evidence.

### Typical Symptoms

- A formal optimisation roadmap exists and is followed.
- Teams prioritise work based on impact × effort.
- Journey improvements, brand consistency and content optimisation are ongoing.
- Data flows between systems reliably.
- Executives understand and support the DX plan.

### If this sounds like you:

You're now making the business case for larger investments (platform upgrades, personalisation, AI workflows). Your biggest wins come from scale: automation, consolidation, and strategic tech decisions.

Level 5

## Optimising

Optimisation is not a project – it's the culture.

### Typical Symptoms

- You run continuous improvement cycles every month.
- Performance dashboards drive decisions at every level.
- You test, learn and iterate, quickly and confidently.
- Your digital estate scales without chaos.
- You can forecast the impact of changes with reasonable accuracy.

### If this sounds like you:

You're in the top tier. Your biggest wins come from refinement, not repair, and DXO gives you a competitive edge every quarter.

Get in touch

Want a free 2-page DXO Opportunity Report for your organisation?

Contact us at [hello@e-c.agency](mailto:hello@e-c.agency) or 020 7395 5770