

***Success Checks***  
**Reducing Total Cost of Ownership Survey for Our Web Site**

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

This questionnaire from TEC member Lee Drake will be used to determine whether we are considering all factors in our Web site's cost of ownership. Please have this completed by \_\_\_\_\_.  
(Date)

1. Can we maintain the Web site ourselves, without the help of a Web developer?  
Yes \_\_\_  
No \_\_\_
  
2. Are design elements and content separated in our site's architecture? (That is, are they handled independently—in separate layers—so that content can be altered while layout is not, and vice versa?)  
Yes \_\_\_  
No \_\_\_
  
3. Can we change the content of our site instantly, adding news stories, press releases or contacts?  
Yes \_\_\_  
No \_\_\_
  
4. Can we perform other content list management duties—such as updating an online catalog, maintaining customer lists, or working with an online calendar—with minimal effort? (that is, without additional programming.)  
Yes \_\_\_  
No \_\_\_
  
5. Are our design requirements simple and straightforward?  
Yes \_\_\_  
No \_\_\_

6. Do we have a manageable number of graphical/image elements on our site, so that our pages load within seconds, regardless of browser platform and connection speed?

Yes \_\_\_

No \_\_\_

7. Can we readily “roll back” our site to an earlier version, in the event that we make a mistake in content or publish content that users don’t like?

Yes \_\_\_

No \_\_\_

8. Do we store content in XML data forms, then use XSL and XSLT to translate that and lay it out on the web page for the user?

Yes \_\_\_

No \_\_\_

9. Do we know how our Web site is backed up, and what the process is for asking for a restore of our site?

Yes \_\_\_

No \_\_\_

10. Is our site hosted with a company where we can reach the actual operators of the Web server, by phone or by pager, 24-7, if there are problems or issues?

Yes \_\_\_

No \_\_\_

11. Are we sure about the financial stability and dependability of our Web and e-mail hosting services?

Yes \_\_\_

No \_\_\_

**Scoring:**

Give yourself 1 point for every “Yes” answer and 0 points for every “No.” Add the numbers for your total score, and check the scale below.

If you scored:

**11 – Congratulations!** You are maximizing your total cost of ownership for the Web site. To improve upon your success, you would need to retain an outside firm to fine tune it.

**8-10** – You have laid a strong foundation for maintaining your Web site independently. Review the questions where you had “No” responses to see where you can get even more cost savings from your efforts.

**6-7** – The good news is that you have some fundamentals in place, and your Web site has some cost-saving safeguards in place. Look closely at your “No” responses to see what changes may have a big impact on your total cost of ownership.

**5 or below – Great news!** You have the potential to realize major savings by making some changes to how your Web site is administered. With these changes in place, you can count on investing far less in the ongoing maintenance of your site.