

IN-DEPTH GUIDE

DIGITAL GOVERNANCE

Evaluating the digital health of your business: the full report

A complete grid to evaluate by yourself the real state of your digital platform, before even talking to a supplier.



GXN

Senior expertise · Digital governance

Quebec First

Quebec business context

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DIGITAL GOVERNANCE

Evaluating the digital health of your business: the full report

TL;DR

The answer in one minute

A complete digital health check covers six dimensions. Real control of your assets, security, technical performance, user experience, measurement and marketing, and finally alignment with your current business goals. You can do much of this yourself with the questions in this guide, before even talking to any supplier.

01 · BACKGROUND GUIDE

Why do you take this stock before you talk to anyone?

Coming into a conversation with a potential supplier already having a clear idea of your situation completely changes the quality of that conversation. You ask better questions, you understand the answers better, and you are less likely to accept a solution that doesn't really meet your needs.

02 · BACKGROUND GUIDE

Dimension one, control of your assets

You know who officially owns your domain name. You have direct access to your hosting, with invoices in your name. Have access to your site code, or at least a recent copy kept somewhere on your side. These three simple questions often reveal a fundamental problem well before any further technical analysis.

DECISION CARD

The four angles to keep together

Why do you take this stock before you talk to anyone?		
02	Dimension one, control of your assets	
03	Dimension two, security	
04	Dimension three, technical performance	

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	Why do you take this stock before you talk to anyone?	Setting the Context
02	Dimension one, control of your assets	Identify dependencies
03	Dimension two, security	Compare options
04	Dimension three, technical performance	Preparing for the next step

Dimension two, security

You know when the last major update of your platform dates back. There is active surveillance that would alert you quickly in case of a problem. You have concrete proof that a backup restore has already succeeded, not just confirmation that a backup exists in theory.

INTERACTIVE TOOL

Set your decision

Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

01 Why do you take this stock before you talk to anyone?

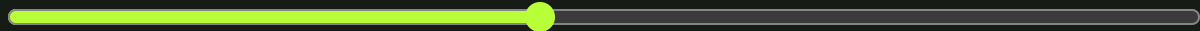
02 Dimension one, control of your assets

03 Dimension two, security

04 Dimension three, technical performance

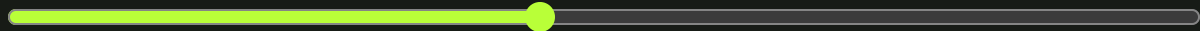
Urgent decision

5



Current control level

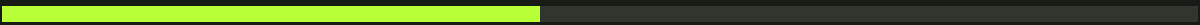
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



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Dimension three, technical performance

Your site will load quickly, especially on a mobile device and with an average rather than ideal connection. Have you ever checked this speed with a measuring tool, or simply rely on your personal impression by consulting it from your office.

05 · BACKGROUND GUIDE

Dimension four, user experience

A visitor who does not know your business can easily find what he is looking for on your site. The site works well on mobile phone, not only on a large computer screen. The contact forms actually work, have you personally tested sending a request recently.

06 · BACKGROUND GUIDE

Dimension five, measurement and marketing

You really know where the requests you receive come from. Your current measurement tools give you confidence in the numbers they display. If you advertise, you know which one of your campaigns actually produces concrete results.

07 · BACKGROUND GUIDE

Dimension six, alignment with your business objectives

Does your site accurately represent what your business has become today, or does it still talk about what it was several years ago. The platform allows you to do everything you would like to do to develop your business, or you feel limited by technical constraints.

How to interpret your answers

If you answered I don't know several questions about the control dimension, a platform takeover probably deserves your priority attention. If you are concerned about security issues, a security intervention should precede any further improvement. If it is rather the user experience or alignment with your current objectives that is problematic, a reflection on a modernization or a redesign becomes relevant. If you are puzzled by the measure, the marketing infrastructure deserves to be reviewed as a matter of priority.

What I see on the ground

Most companies that sincerely do this exercise discover that they have a clear problem in one or two specific dimensions, when they initially thought they had a general, fuzzy problem affecting everything at once. This clarity completely changes the conversation that follows with any potential supplier.

When this guide does not apply

If you have just started your business and your digital presence is still embryonic, this complete balance sheet is probably premature for you. It becomes particularly useful once a platform has existed for some time and has had the opportunity to accumulate irritants or blind spots.

Frequently asked questions

01 **Then I really do make this assessment alone, without technical expertise.**

A good part is yes, especially the questions of control and user experience. Some more technical aspects, such as in-depth safety, have a professional look to confirm your initial impressions.

02 **What to do once the assessment is completed.**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

You have made that assessment and now you have specific questions.

The free assessment is the perfect place to ask them.

No call required. No sales sequence.