

Ten questions about how you run your brand sites.

Answer each one with the line closest to the truth, score it, and add the scores up. Twenty is the top. Where your answer is not the top one, the note underneath is the thing to fix.

The questions

1 Who owns each site?

- 0 We would have to ask around
- 1 Some sites have an owner; others sit with an agency or whoever built them
- 2 Every site has a named owner inside the company

If this is not your top answer: Name one owner per site. On Aglyn every site sits in one organization, and each person is given a role on each site, so the owner is on the record and not in someone's memory.

2 How does a new page get built?

- 0 Every page is a ticket to a developer or an agency
- 1 Marketing drafts it; a developer or an agency builds it
- 2 Marketing builds and ships it without a developer

If this is not your top answer: Move page building to the people who own the message. Aglyn's visual builder, the Besigner, builds pages from the site's own theme and reusable components, so a marketer ships a page that is on brand without a ticket.

3 How long does a new landing page wait?

- 0 More than a month, or it depends on who is free
- 1 Two to four weeks
- 2 It ships the same week

If this is not your top answer: Measure the wait from request to live for the last five pages. A queue measured in weeks is a staffing model, and it is the first cost a multi-site platform removes.

4 Who can change what on each site?

- 0 Logins are shared
- 1 Everyone who can log in can do everything
- 2 Each person has a role on each site, and writers cannot publish

If this is not your top answer: Give every person a role per site. Aglyn's site roles are Viewer, Author, Editor and Admin; an Author edits and saves but cannot publish, and the activity log shows who changed what.

5 How does a launch go live on time?

- 0 Launch times slip with who is available
- 1 Someone publishes by hand at the hour
- 2 We schedule it and it goes live on its own

If this is not your top answer: Stop launching by hand. Scheduled publishing on Aglyn (Business and up) puts a page or a collection entry live at the time you set.

6 A bad change goes live. What happens next?

- 0 We would rebuild the page
- 1 We restore a backup or call the developer
- 2 We publish the last good version in a click

If this is not your top answer: Make undo a button. Aglyn keeps every saved version of a page (Pro and up), and rolling back is publishing the version that worked.

7 Where do each site's form leads go?

- 0 We are not sure where some of them go
- 1 Each site sends to its own inbox or tool
- 2 Every site's forms land in one CRM, with the site named

If this is not your top answer: Trace one test lead from every site. On Aglyn every site's forms feed one organization CRM, and each contact shows which sites know them.

8 How do the sites stay on brand?

- 0 Sites have drifted; older ones carry old branding
- 1 Each site was styled by hand from the brand guide
- 2 Logos, colors and type come from a shared source

If this is not your top answer: Give the brand one source. On Aglyn one media library serves every site in the organization, each site has a theme that every page reads, and reusable components keep a header or a footer identical across that site's pages.

9 What does each site cost a month?

- 0 It is spread across invoices and nobody has added it up
- 1 We know the total, not the cost per site
- 2 We know the monthly cost of every site

If this is not your top answer: Add it up once: hosting, licenses, plugins, agency retainers, per site. One Aglyn plan covers a set number of sites on one bill, and each extra site is a flat monthly price.

10 How long does a new brand or location take to launch?

- 0 A quarter or more, or it needs a new agency project
- 1 One to three months
- 2 Under two weeks

If this is not your top answer: Time your last launch from decision to live. On Aglyn a new site starts inside the same organization from a template, with the shared media library, team and CRM already in place, and its custom domain gets its certificate automatically.

Your score, out of twenty

0–8

Every site is its own project

Each site runs on its own people, tools and invoices, so every new page and every new location starts from zero. Start with ownership, roles and where leads go: they cost nothing to fix and they show you the rest.

9–14

Held together by people

The sites work because particular people remember how. That holds until someone leaves or the next brand arrives. Put the habits into the platform: roles per site, scheduled publishing, a one-click way back, one CRM.

15–20

Run as a portfolio

You run the sites as one portfolio. What is left is cost and speed: know the monthly cost of every site, and get a new brand or location live in days.

Run it live

The same audit scores itself at aglyn.com/resources/multi-brand-site-audit, and orders the fixes for you. To price a portfolio, the calculator at aglyn.com/resources/pricing-calculator takes your whole brief and names the plan that holds it.
