

How well is your intranet working, and is it meeting business needs? These are the fundamental questions facing many intranets.

Having grown organically for years, most intranets are now suffering from major structural and content issues.

This briefing presents a simple checklist that will allow you to judge just how much work will be required to bring your intranet back to top performance.

Work through this checklist, and tick all those statements that apply to your intranet.

### Intranet danger signs

#### Layout and structure

Intranet issue	✓
Design and layout of the intranet is inconsistent across different sections	
Staff have considerable difficulty finding required information	
Search engine works poorly	
Overall appearance of the intranet is unprofessional and dated	
Navigation is ad-hoc and inconsistent	
Few cross-links between different sections of the site	
Intranet is not accessible for disabled users	

#### Intranet content

Intranet issue	✓
Content is out-of-date and inaccurate	
Level of detail and amount of content varies greatly between sections	
Few dynamic or interactive features (the intranet is not a “place to do things”)	
No clear idea of what content exists on the intranet	
Content owners are not known for all pages	

#### Intranet maintenance

Intranet issue	✓
Update processes are labour-intensive	
Authors require extensive HTML knowledge	
Very long cycle times for updates	
Bottlenecks in the publishing process	
Limited review or authorisation for changes	
No audit trail or version histories maintained	
Little or no security control over intranet changes	
Unable to easily make global changes to the intranet (eg. new design or branding)	

#### Processes and strategy

Intranet issue	✓
No documented intranet goals	
Intranet metrics not measured or assessed	
Intranet not seen as strategic asset by senior management	
Intranet resourcing is inadequate	
Other competing information platforms exist, with no clear distinction between their use	
Some staff are not aware that the intranet even exists	
E-mail is (over) used as the primary communications tool	
Intranet usage by staff is very low	

### Results

Add up all the entries that you’ve ticked. If the total is more than five, you will need to do some work to address these problem areas.

If you have more than ten marked, a complete intranet overhaul may be in order. See our article *Sixteen steps to a renewed corporate intranet* for some ideas on where to start.