

DEVELOPING YOUR WEBSITE

This questionnaire is intended to help you organize your thoughts as to the use, layout, marketing and organization of your website.

Although these questions are written as if your business already exists, new businesses can benefit from an awareness of the need to capture this information.



Your goals and your market:

Are you building a new site, or updating an existing site with a new look/content?

What is the main goal of your website?

To which aspects of your business would you like to draw extra attention?

Describe your target audience – age, income, education, gender, etc.

What differentiates you from your competition?

What attracts your customers to do business with you?

Do you have a plan for driving traffic to your website?

What is the intended launch date of your site?

Visuals, data, images and content:

Do you already have hosting for your site and is the domain name registered?

Describe the sort of image you would like to project through this site.
(Examples are casual, upscale, fun, artsy, serious, informative, business-like, etc.)

Do you have any current images, logos, colors, etc. that need to be incorporated?

Are there websites you particularly like or that include elements you would like to see in your site?

When it comes to your competition, which sites do you like/dislike?

Who will be providing the content and images for the site?

Who will be checking/editing/approving the content?

List all the pages or subjects/sections you would like to see included (such as Contact Us, Frequently Asked Questions, and categories relating directly to your business.)

Technical issues:

If you have hosting, what is the FTP, login and password for the site?

Are you planning on including shopping or other secure transactions at this time?

What other sites (such as social media) do you want to linked with this site?

How will you update the content in the future?