

10 Key Website Questions

1. History - do you require a completely new website or a website refresh? Do you currently own the Domain Name (if so, what is it and what are the provider details – registrar login and UDAI)? Do you currently have any website hosting in place (if so, what are the provider details)? Do you need email addresses transferred/setup (how many)?

2. Objective - what is the purpose of the website?
(build brand image, generate/increase enquiries, handle leads from offline sources such as print ads, inform prospects/customers, sell online, provide latest info/news, build database for email marketing, recruit new employees/advertise open positions)

3. Audience - who do you think your Target Market is and what do they want?

4. Point of Difference - who do you think your competitors are (who are the top 3)? What is your Unique Selling Point (USP)?

5. Response - what do you consider to be a conversion? What is your call-to-action?
(your conversion rate is a measure of the number of potential customers that go on to buy. In the context of a website, it is usually the percentage of visitors that make a purchase. Many website solely concentrate on increasing the number of visitors they have)

6. Measurement - what do you consider to be a successful website?

(number of visitors, number of pages viewed per visit, an email generated, a call to the 0800 #, comments/reactions from clients, newsletter opt in)

7. Information - what can help us make your website be memorable?

(A good site will include information. A poor one is just an online catalogue. Information - articles, advice, reviews and so on, all help the user early in their buying process. Users start with research online, just as they do offline. If you can make contact with the user at that stage of their process, and give a favorable impression, there is a good chance that they will come back and buy from you when they finally decide to make that purchase)

8. Layout - what elements of the following sitemap are you interested in?

- Home (intro blurb, photos, newsletter signup box)
- About Us (company profile, photos of staff)
 - Careers Page
 - Staff Profiles
- Testimonials (including logo of testimonial giver)
- Photo gallery (how many categories and photos?)
- Services (including PDF downloads)
- Blog/Articles/News
- FAQ's
- Privacy Policy
- Search Page
- Products/shop
- Location (with Google map)
- Contact Us (including contact form)
- Sitemap
- Video clips, downloads, custom forms, competitions, events, etc

- Google Analytics
- Email Marketing
- Search Engine Optimisation

9. Content - will you be supplying the copy (text) for each of the pages or do you need it developed from scratch or edited? Will you be supplying digital photos for each of the pages or do you need specific photography taken, or stock photography sourced?

10. Maintenance - who will maintain the website (perform website updates) and how often? Or would you be interested in ongoing website management?
