

Website Questions Checklist

Use this checklist to plan out your website. It's recommended that, while not all of the questions need to be answered at once, that they are answered before website builders/freelancers/web firms are chosen.

- What do you want your site to accomplish?
- Do you have a website already?
- Who is your target audience (age / level of internet experience etc)?
- What image do you want to portray (Professional / Casual / cutting edge etc)?
- What websites do you like and why?
- What do you absolutely want on the site?
- What would you like if possible/within budget?
- What absolutely must be on the homepage and what is the order of priority?
- What must be visible at all times?
- How will you record your results?
- Do you have a style guide or any existing collateral?
- Who is going to be updating the pages? What is their level of experience?
- What are your main services?
- What are the main categories of information you want to publish?
- How would you like to communicate with your visitors?

