

Important questions to think about before creating a new website

All about your business

1. What does your business do?

Exactly what you do. How a website fits into your business plan?

2. Who is your target audience?

Who are they? Where do they live? How old are they?
Why do they need your product or service?

3. What do you want visitors to your site to do?

Do you want them to click a link? Get information? Buy something? Fill out a form or sign up? Register for an event? Download an app? Share something on social media?

4. Do you already have a website?

What is the URL? Do you have all the logins for your domain name, hosting accounts etc? How long have you had this website? Do you find it easy to use? What is it built with? (Wordpress etc)

5. What do you love and hate about your current website.

Be specific, do you like the colours but not the font? Do you dislike the images? If you could keep anything to take over on to the new site what would it be?

6. Do you have any metrics or analytics for your current site?

This could include thing like the amount of subscribers signing up weekly, or google analytics reports.

All about your brand

7. What makes your company or brand special?

What makes you different from your competitors? Do you provide unique services or products? What are your core values, vision, mission, value proposition? Check out my brand workshop checklist for ideas. Some other ideas include: being the cheapest; Having great customer service; Being an exclusive supplier of a product; Fast or Free delivery etc.

8. Who are your competitors?

Who else is competing for your customers?

9. Do you have a brand or style guide that needs to be followed?

Do you have logos, photos, fonts, colours or illustrations that need to be part of the finished design? Do you have a brand “tone of voice?” Do you need to purchase new photos or organise a photoshoot?

Ideas and features

10. Do you have other website examples that you like?

This will help to get everyone on the same page visually. Try to list 3 or 4 examples. Why do you like these? Whats one thing on each example you think really stands out as best?

11. What are the must have features on your website?

Here's some examples: e-commerce, social media links, Email collection, abandoned cart functions, a blog or news feed, galleries, videos, be mobile friendly, a contact form, a booking form, quote request form...

Delivery

12. What's Your Timeline?

So when do you want to get started? Do you have a launch date in mind? Is the timeline flexible at all?

13. Do you want the ability to make changes after the site is finished?

How do you want to use the site in the future? Depending on what the website is used for and how it is built, there may be a need for period maintenance, training, or support.