

***Q1. What is your company/organisation name?***

***Q2. What does your company/organisation do?***

***Q3. Is this a new or replacement site? (If new, go to Q9)***

***If replacement…***

***Q4. What is the current domain (URL)?***

***Q5. What is your motivation for changing to a new site?***

***Q6. What do you like/dislike about your current site?***

***Q7. Can you give details of existing analytics, account access or reports below:***

***Q8. Do you need a development site/testbed during build?***

***Q9. What are your organisational goals for the website – what do you want to achieve with the site? (****Goals should be SMART: specific, measurable, achievable, realistic and have a timeframe****)***

***Q10. Who is your target audience/audiences?* (**Perhaps more than one (new customers and existing customers for example). Do you have an ideal customer profile?)

***Q11. What will they come to your website for?* (**Information/contact details/pricing/sign up**)**

***Q12. What are the main categories you’d like to feature on the site – from most important to least. (These will become the site map).* (**For example: About our business, Our products, Pricing, Sign up & Contact details**)**

***Q13. Do you have any existing content available to tell the story? (photos, videos, text, diagrams, etc) If so, what?***

***Q14. Who is going to create content for the new site? Will it be done with Search Engine Optimisation in mind? (See section below)***

***Q15. What do you want people to do when they get to the site? (****Buy from the shop/complete enquiry form/call us/read lots of articles/ sign-up to the newsletter?****)***

***Q16. What are the two most important calls to action that will be on the home page? (****Eg. Sign up for a course, Download a brochure****)***

***Q17. Where does your target audience spend time online? Where will you be sharing your content (links on the page using Social Sharing to LinkedIn, Google+, Facebook, Twitter, etc). Do you have these channels set up already?***

***Q18. The list above, including content and calls to action, will give you a clear picture of what functions are required in the website, such as:***

For example:

* Content management (to allow you to manage the content yourself)
* A blog
* Social media widgets for activity stream
* Members only content area (paid or free)
* E-commerce capabilities (with specific features, such as having specials, discounts, featured products, customer reviews, etc).
* Advertising or sponsors

***Q19. Do you have any logos, colours, style/brand guidelines or marketing materials? (****If so, what do you have? If not, do these need creating as part of the website build?****)***

***Q20. If it’s a rebuild of your current site, what do you like/dislike about your current site?***

***Q21. List three websites with design ideas that you like (can be from anywhere)***

1.

2.

3.

***Q22. List the web addresses of up to three competitors’ websites***

1.

2.

3.

***Q23. Do you have or need a domain name and or hosting etc. If so, what are the details, and if not, what is your preferred domain name?***

***Q24. Do you have a set of priority keywords and phrases (for SEO)?***

***Q25. Will this (SEO) be considered in the content creation (in-house/by a specialist)?***

***Q26. How is performance going to be measured after launch? (****What are the metrics & KPIs (Before and after analysis of traffic, site referral, conversions etc.)*

***Q27. What’s your budget? (****Do you think this is realistic for the features and functions you want? What are the priority issues, and can it be staged if the budget doesn’t cover the wish-list?****)***

***Q28. What is your deadline? Are there any other milestones that need to be achieved by certain dates?***

***Q29. Who will project manage from your end? Who is the main point of contact?***