



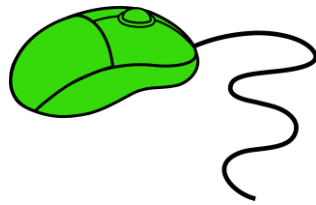
Planning your website planning – what to consider!

- Business profile
- Business objectives
- Business brand
- Keyword research
- Domain Name
- Web Host
- Business Email Address
- Customer profiling
- Customer Journey – objectives
- Website objectives & conversion requirements
- Professional Website/Blog Theme
- Navigation & usability
- Images and graphics
- Video and audio
- Copy that Sells
- Search Engine Optimization (SEO)
- Email Marketing
- Local Promotion
- Online Promotion
- Offline Promotion
- Social Media
- Blogging
- Google Apps
- Maintenance
- Web Stats & Analytics
- Backup, Backup, Backup
- A Setup-by-Step Game Plan

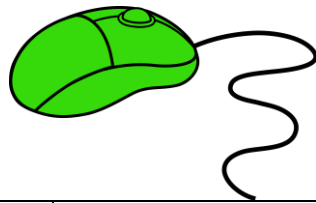
The best Website production questionnaires focus on:

1. What the site's supposed to do for the client's business.
2. Who the customers are and what they want
3. What the site will look like.

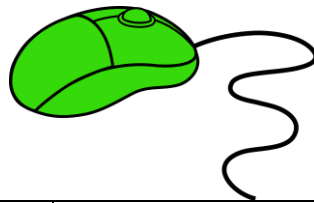
These are the kinds of questions that you will need to have the answers for in detail before you start approaching people to design and build your website. There is a lot of research and consideration that should go into the answers so that you will have a commercially effective website.



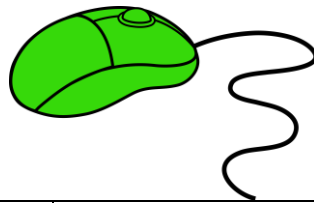
What is your level of IT competence?	
Why do you want to have a new website, or have your current site redesigned?	
What is the primary purpose of your website?	
What are your website objectives?	
What will happen if you don't have a new website, or have your current site realigned or even redesigned?	
Please describe your organization in a few sentences.	
What are your business objectives?	



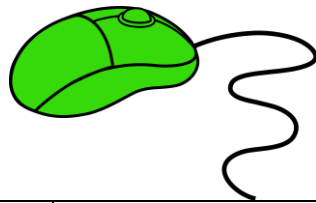
Please describe your products	
Please describe your services	
What are the specific benefits of your products / services to your customers?	
Are there specific products or services that you promote only online and not online?	
Are there any special offers that you only have online?	
What is there about you and your background that sets you apart for a special (niche) group of potential customers?	
Do you have any testimonials?	



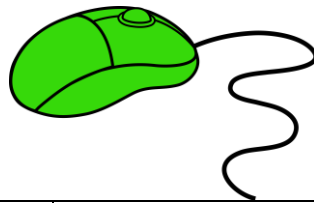
<p>What problems do your prospects have that your business solves?</p>	
<p>How can your particular work background help prospects, compared to others in your industry? What's special about your work experience?</p>	
<p>Why do you believe site visitors should do business with you rather than with a competitor?</p>	
<p>Is there anything your competitors' websites do that you would like to do?</p>	
<p>How will you use your website to bring you more business?</p>	
<p>Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?</p>	
<p>Please describe your potential customers. Pay special attention to their income, interests, gender, age, even type of computer they use, e.g., old with dialup account or newer with broadband. If your website is a business-to-business site, what sort of companies are you hoping to attract?</p>	



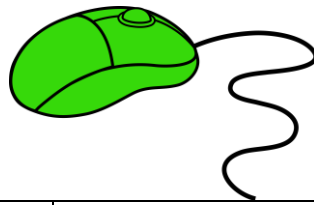
<p>Have you got any specific research you have performed on your Ideal Client?</p>	
<p>What is your budget for this project?</p>	
<p>Who are the decision makers on this project? What is the turnaround time for making a decision?</p>	
<p>What staff will be involved? What are their roles? Is there a webmaster on your staff? What is the skill level of those involved in the website project?</p>	
<p>What is your deadline for completing the site?</p>	
<p>Please list the names of five other sites that you like. Why are they attractive to you?</p>	
<p>Have you researched your online competition so you have an idea of what you do and don't want on your site?</p>	



<p>What content do you want on your website? i.e. video, audio, text, documents for downloading etc.</p>	
<p>Where is your website content coming from?</p>	
<p>Is the content ready for use on your website?</p>	
<p>What do you NOT want on your site in terms of text, content, etc.?</p>	
<p>Do you have a logo and brand style established for your business?</p>	
<p>Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online? (this can include advertising space unrelated to your product)</p>	
<p>If you're planning to sell online, are you set up to accept credit cards?</p>	



<p>CRM: Client Relationship Management. How are you thinking of capturing details of your customers and building a successful relationship with them?</p>	
<p>Responsiveness: How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?</p>	
<p>Keyword research: If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?</p>	
<p>Marketing: Other than what search engines will produce, what methods do you have in mind to spread the word about your website?</p>	
<p>Content management: do you know who will manage the content of your website?</p>	
<p>How much of the content do you need control over?</p>	
<p>Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?</p>	



<p>How do you plan to encourage repeat visitors and referrals?</p>	
<p>What are your plans for the future or expansion of your business that your website may need to cater for?</p>	

Make the site into a valuable resource