15 Questions – Plan your Web Site

1. What is the Primary Purpose of your site?
Why are you creating a website? What kind of results are you looking for? Will you sell a product or service? Communicate with investors or shareholders? Support products already sold? Communicate with current customers? Be informational about your company? Reduce customer support costs? Trying to keep up with your competition? Just have a web presence to educate your clients?

2. What action do you want your web users to take?
Do you want them to request more info? Visit your store? Purchase from your site?

3. Who is your target audience for your web site?
First time buyers, repeat buyers, or step-up buyers? Support for products already bought?

4. **What type of information are they looking for?**
   Introduction to your company, product or service? How to purchase your product or service?

5. **What types of information can you provide?**
   Just because you know about your product or service, do not assume your potential client does. How can you educate them in this respect? What will they be searching for?

6. **Will you be marketing to established customers or new ones?**

7. **How often do you want visitors to return?**
   The more you want them to return, the more you need to update the site. Fresh content will bring them back. Will you be able to provide something new?

8. **Will you need video or audio on your site?**
   Will this enhance your site? Can you justify longer download time for your customers to wait on? Be sure it is necessary.

9. What type of image will you project?

Fun? Corporate? Serious? A DJ would need a hip, fun site whereas, a law firm would need to be more serious.

10. Do you have text ready for the web site?

This is probably the most time consuming, confusing and scary part of the process. Use a professional to help if you get stuck.

11. How much do you want to be involved?

Do you want to update the site yourself? Or is a designer needed to make changes? Will you need special software to update the web site yourself (Contribute by Adobe)? Or will you need a contact management site (Joomla) setup?

12. Have you looked at your competitor's sites?

Will your site be unique? Clearly different? Can you offer services your competitor's do not? Last thing you want is to be confused with your competitor's site, or worse, to sell their products for them!

13. Who will follow up on inquires and comments?

Will you have staff available for this? The volume of email will increase as your web site becomes more popular.

14. How will you promote your web site?

To succeed, web sites need to be promoted. Do you have a budget for this? Your website address needs to be on every print communication you prepare – including brochures, business cards, flyers, letterhead, postcards, posters, and newsletters. Will you send postcards to past customers inviting them to your site?

15. How will you keep your website fresh?

What can you do to encourage repeat business? What types of information can you provide that can change from time to time? Specials of the week?