



WEBSITE PLANNING QUESTIONS

These questions begin to form a good solid understanding - both for you as the client as well as us as the creative agency - to plan for the development of your new site. It's important to gain a wide-view holistic picture of the project and product before we dive into the weeds and begin building. Answers to questions like these will inform how the site is developed and structured.

Consider this list of questions as a general guide that will inform our discussion. That is, don't feel the need to comprehensively answer everything ahead of time. But scanning this list will begin to orient your thinking to the needs of this project.

Depending on the size of your team of stakeholders, consider how your answers may compare to those of others! Looking forward to connecting with you soon.

YOUR INTENTION & GOALS

- Why do you need a new/refreshed website?
- What does this website need to do? (Inform, Inspire, Educate, Provide/Deliver resources, etc.)
- Is it primarily for 1. Acquisition (of new audience) or 2. Cultivation (of existing audience)
- What needs or business goals are NOT being met by the current site?
- What IS working? What aspects of the website are aiding your organizational goals?
- What do you want visitors to know/feel/do from your site?
- How does "success" mean for this site?
- What are the primary Calls-to-Action? (Read, Download, Buy, Sign up, Register, etc.)
- What's the single most important information the site (homepage, esp.) should convey?

YOUR AUDIENCE

- Who is the site's primary audience? Secondary?
- What do they need?
- Why are they coming to your site? (or, why aren't they? Why should they?)
- How will your site make their life/work easier/better?

CONTENT

- What written content is necessary?
- How will content be developed/delivered? (By your team or our team)
- How much content from your existing site should be transferred?
- How much should be refined/updated?

IMAGERY

- What graphics & imagery are available?
- What's your vision for the imagery on the site?
- Original photos/graphics vs. Stock photos?

BRAND (The combination of your name, logo, visual approach, tone, style, culture)

- Is your current brand working well?
- Does it need to be updated/refreshed?
- Do you have a style guide to follow?
- Who manages your brand?
- How do you envision your brand elements integrating into/reflected in the site?

FEATURES & FUNCTIONS

What features are needed (must-have vs. nice-to-have)

- Newsletter signup
- Social Integration
- Calendar
- Event Registration
- Site Search
- Third-party app integration
- E-Commerce
- Blog
- Contact Forms

COMPARISONS

- What other sites do you like?
- What other sites do you really NOT like?
- Why?
- (Evaluate "UI/UX" - User Interface / User Experience - How a site is laid out, what it feels like to use it. Easy and fun, all the buttons and options in the right place, intuitive navigation vs. hard to use, annoying, confusing, etc.)

MANAGEMENT & MAINTENANCE

- What parts of the site will need managed?
- At what frequency? (Static vs. Dynamic parts of the site. "About us" vs. a Blog)
- What's the best-case plan for managing the site?

CRM (Customer Relationship Manager) & MARKETING

- Your site will have a contact list and the ability to communicate, follow up and inform via a powerful, integrated back-office platform.
- Is that something you may want to integrate into your management plans?
- Do you have a strategic plan for:
 - New customer acquisition?
 - Existing customer cultivation?

BUDGETING

- How have you budgeted for your website?
- Have you accounted for the initial development as well as on-going management?
- Factors that impact a website development budget:
 - Size/Scope
 - Site complexity (Features & Functionality / Custom coding / Integrations)
 - Planning: How much initial asset development & planning is done by you & your team vs. enlisting our team for content, images, etc.
 - Comprehensive pre-planning vs. Organic development
 - Timing