

## **Questions to ponder re: Web Site Design or Makeover**

### **General**

- What are the **objectives of your website**?
  - Inform or educate?
  - Raise awareness?
  - Attract new customers?
- How would you like your website to **complement other components of your marketing program**? (Logo, brochures, flyers, etc)
- What is your **competition** doing in the way of web marketing?

### **Customers/Prospective Families**

- What is your **target market**? What audience do you want to reach through your site?
- How do you envision people **finding your web site**?
  - Internet searching?
  - Seeing your web site address on signs, print ads, coupons, or elsewhere?
- How do you **receive** most of your **customers** today?
  - Word of mouth/referrals?
  - Advertising?

### **Content and Design**

- We will begin with an **electronic version of your logo and any other marketing materials** you already have, considering colors, style, etc.
- What kind of **information** do you plan on including **in your web site**?
- Do you have **photos or graphics** you'd like to include or will you need The Web Angel to create them?
- **What other web sites** do you particularly **like or dislike** in terms of:
  - Visuals/aesthetics?
  - Navigability?
  - Nature of content?
- What **overall image or feel** would you like your web site to evoke? For example:
  - Serious vs. Fun/Upbeat?
  - Formal vs. Informal?
  - Traditional vs. Modern look?
  - Simple vs. Fancy/Detailed?

### **Administrative Issues**

- How often do you expect your web site will need **revisions** once it is published (i.e. school calendars, events info, registration deadlines, etc)
- What size **budget** do you have available for development of your web site?
- By **when** do you need your web site published?