Questions to ponder when planning a Web Site Design or Makeover

Compliments of The Web Angel

General

- What are the **objectives of your web site**?
  - 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 Customers

- What is your **target market**? What audience do you want to reach through your site?

- How do you envision people **finding your web site**?
  - Surfing from desk top / Google search from **mobile device**?
  - 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? What type?

- How do you **interact** with your customers today? **Social Media? Email Marketing**?

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 to come up with design ideas.

- What kind of **information** do you plan on including **in your web site**? (Text, images, videos, Facebook feed or other Social Media integration?)

- Do you have **photos or graphics** you'd like to include or will you need The Web Angel to create or source royalty-free graphics? What about videos? Forms?

- **What other web sites** do you particularly **like or dislike** in terms of:
  - Visuals/aesthetics?
  - Navigability and 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?

- **Customer Testimonials** / Solution Case Studies are powerful and should be considered.

Administrative Issues

- How often do you expect your web site will need **revisions** once it is published (i.e. news updates, photos/videos of new projects, etc)?

- What size **budget** do you have available for development of your web site? What is your **timeframe**?

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