Website Planning Questions

Answering these questions will help you plan a website, including ease of maintenance, look and feel, and user experience. Some answers may evolve after you have web experience for your organization or business.

1. Why do you or your organization want a website?

2. What audience do you expect to use your website? (Strangers, club members, customers, young people, retired people, professionals?)

3. Why would they use your website?

4. Write adjectives to describe your business or organization. (happy, professional, friendly, serious, zany, trendy, conservative, etc.)

5. What print material do you currently use? (Newsletter, Annual Report, fliers, etc.)

6. What graphics do you use now for print or signs? Do you like those and want to use them on the web?

7. What new issues do you hope to solve using your website?

8. Do you expect to use e-commerce (sales from the website)?

9. How will users find your website? What search words would they use?

10. Name any websites that you like and why you like them. (Colors, arrangement of menus or links, graphic look, content, etc. List the web address.)

11. What percentage of your membership have an email address? use a computer willingly?

12. What communication with members do you want?

13. Who creates the content of the site (text, photos, movies, etc)? Who creates print content now?

14. How often do you expect updates to your site? How much material needs routine updating?

15. What expertise do you have on a computer now? How willingly do you figure things out on a computer?

16. How well does communication flow in your company or organization? Use email for most? Staffers know who to send a request to? Someone always replies to requests from outside?

17. What company is the current web host for your site? How long a contract do you have with them? What does that hosting cost?

18. What other services might you want from a web host? (e-mail, shopping cart, PayPal)

Discussing the answers to these questions with your web designer
will help to create a website that works for you or your business.