# Website Starter – Initial Consultation

## History/Status Quo

1. Do you have a website? What is the URL?

2. Are you happy with the website?

3. What do you like about the site?

4. What three things would you change on the site today if you could?

5. Do you have a target date for releasing your (new) site?

## Marketing/Needs Assessment

6. Do you have a Website Mission Statement?

7. Have you specified and documented objectives for the site?

8. What is the primary "action" your visitors should take when visiting your site?

9. Have you done any analysis of your content and/or content types?

10. Have you collected any feedback or wish lists from your (prospective) visitors?

11. Do you think your visitors have a favorable experience when visiting your site? Why (not)?

12. Who is your typical site visitor? How often are they online, and for what do they generally use the website? Give basic demographics: age, occupation, etc.

13. Do you have any current campaigns or themes on which your non-web marketing and communication efforts are based?

14. How do people discover your site? What triggers a visit (newsletters, referrals, search engines)?

15. Do you have an existing or planned marketing strategy to promote the site?

## Structure/Process

16. Have you had a site planning meeting with your staff?

17. Do you have an Information Architecture Plan?

18. How do you update your site? Do you have a CMS (Content Management System) in place (either automated or manual)?

19. What specific technologies or functionalities must your site contain to fulfill your visitors' and your organization's needs?

20. Does your site need E-commerce? Does your site already have E-commerce?

## Personality

21. Does your website's design accurately reflect your organization's tone and quality?

22. Are you satisfied with the tone and quality of your site's design? How would you like to change it?

23. Are you satisfied with the tone and quality of your site's content? How would you like to change it?