

New website checklist

The following questions will help you think about all the issues when considering your new website. The more answers you feel you can share with your website designer, the smoother the development will be! If you feel you cannot answer the first two questions satisfactorily, perhaps you do not really need a website...

General

1. Why do you want a website?*
2. What is it for (e.g. portfolio, online selling)?*
3. What sort of image do you want to portray (e.g. corporate, fun)?
4. List up to 5 websites that you think are good (not necessarily offering a similar service to yours)
5. List up to 5 websites you think are awful
6. How technical are you when it comes to the internet and websites?

Target audience

7. Who is your target audience (or audiences)?
8. What level of internet skills do you think they might have?
9. Where are they (e.g. local/regional/national)?
10. What is your target audience looking for?
11. How do they currently get what they are looking for (e.g. from you, but over the phone, from your competitors' websites)?
12. Who are your main competitors?

Technical

13. Do you already have a domain name (e.g. holwayhouse.co.uk)?
14. Do you have a logo?
15. Do you have printed literature and photographs (digital) that could be used?
16. Do you have existing colour scheme/fonts/styles?
17. How often will the website need to be updated?
18. Will you want to maintain your own site?
19. If so, what level of control do you want (e.g. change all content, change specific parts such as prices)?
20. If so, how will you access the website (browser/operating system)?
21. Do you mind where your website is hosted?

Finding and keeping

22. What keywords or phrases do you think people will use to find you or your competitors online?
23. What is your unique selling point?
24. Do you want to send newsletters/email updates?
25. Do you want to write a blog (online diary)?
26. Do you want to interact with your customers (privately or in public)?
27. How do you want people to contact via your website?
28. Do you want to advertise jobs, etc, on your site?
29. Do you want others to advertise on your site (e.g. support services)?
30. Do you have open days/events you want to advertise?
31. Do you advertise on other websites/online directories?
32. How are you going to tell your target audience about your new site?

Other requirements

33. Do you have a particular budget in mind?
34. Do you want the website delivered by a particular date?
35. Are you doing anything else that might impact on the website development (e.g. new stationery being designed, grand opening)?
36. Do we need to work with anyone else on this (e.g. graphic designer)?
37. Are there any issues that might cause problems with the website design?

OK, I need a website and I know what I want from it! What now?

To discuss your website requirements, please contact us via our website for a no-obligation chat:

www.xposition.co.uk

xposition is a website design and computer consultancy based in Somerset. We have been helping businesses, charities and community groups throughout the UK since 1997.

* If you cannot answer this question easily, you may not need a website yet!