

Questions to ask when planning your site

- *What problem(s) are you trying to solve with this site?*
- *Is a website the most appropriate vehicle to promote your business and why?*
- *What other forms of promotion have you considered?*
- *Why will people visit your site?*
- *What value will your site bring the site owner?*
- *Who will visit (who is primary/ secondary even tertiary audience)?*
- *How will I find out about it?*
- *What will I be able to do on your site?*
- *How do you see your site growing over time?*
- *Who is your competition?*
- *Is there a technical/ science aspect to the information on your site? Describe.*
- *What should be the mood of your site (humorous/ deadly serious, etc.)?*
- *Do you need to link to other related sites?*
- *Would your site benefit from case studies and/or testimonials?*
- *Do you need to receive feedback from users? Will an email link suffice or do you need a form page?*