

Key Questions for a Web Site Client

Analyze who the audience for this page will be.

- *How will your audience be tuned in to your topic? What will they be looking for? Interests? Images?
- *What key words would they have in mind when they are searching or browsing by?
- *What does the audience relate to? What do they like? What makes them comfortable?

Analyze Corporate Standards.

- *Are there certain fonts, colors, images that must be used, or that are already used in other media?

What are the Communication Goals?

- *What kind of impression do you want to make?
Exciting, informative, helpful, up-to-date, funny, clever, or knowledgeable?
- *What kind of colors would be appropriate?
Cool & professional, warm and woodsy, bright and exciting, current, etc.
- *What overall messages would you like to communicate?
Trustworthy? Always new stuff to be found? In-demand? (Many more...)
What do you want them to do or find when they come to your site?

The Competition

- *Who are your competitors? Do they have web sites? What do you like about those sites?
- *Do you want to do it like they do, or to be different?

Structure and Process:

- *What kinds of information or services will you be supplying? What categories?
- *Will you be advertising? Selling advertising space? How much space is needed?
- *How does your "business" work?
Who contacts whom?
What do they want? How do they respond? With what questions?
How are subsequent decisions made by you or by your customers?
- *What else is involved? Approval? Confirmation? Billing? Shipping? Any follow-up?
- *Do you want to simply supply information or to also have customer interaction?
1) emailed responses? 2) interaction? 3) automatic ordering?
- *Would you prefer efficient speed or heavy graphics? Special plug-ins needed?
- *Do you have examples of web pages that you like?

Listing and Distribution:

- *Do you want your site to be known by only those you invite?
- *Do you want maximum traffic? Are you expecting just local or international traffic?
What key words should be used for search engines?
- *Is marketing a part of the plan.

What Deadlines do we Have?

- Start with the date the customers will begin to use the site and work backwards.
- Allow time for creation of graphics and getting permissions.
- Allow time for approval and change orders, two cycles or more.
- Allow for file testing and adjustments.
- Allow for site testing and adjustments.

Content Creation:

- *Who will write the content (welcome message, policies, directions)?
- *How will it be delivered? Where do we get the graphics?

Technology:

- *What will you be using as a server? (The answer affects size limits, number of FTP accounts, speed, traffic access limits, availability of commercial and database tools, and more.)
- *Will it be able to handle a reasonable number of hits?
- *Does it offer the support services you may need in the future?

Delivery: *How do you want me to deliver this? On disk? To an FTP address?

- *Can you check out samples on our development server?