

Website kick-off questions

Successful website projects begin with clarity about key issues. So with that in mind, we've put together this handy list of useful points to consider when embarking on a new project...

1

About your reasons for building a new website

- What is the objective for the new site?
- How would you define success for a new website?
- How would you measure success for a new website (in the short-term and in the long-term)?

2

About your audience

- Who is the intended audience for your site?
- Do any of your users or visitors have special requirements for using a website?
- How will they be viewing the site? (e.g. Desktop or laptop, mobile phone, broadband).
- What is their motivation for using the site? (i.e. what's in it for them?)

3

About the things people do on the site

- What do you want your visitors to do when they visit the site? (e.g. register their details; buy a product...)
- How would you define a successful visit to the site?
- Do you have a strategy for achieving this? (a plan to make them buy that product).
- Do you want visitors to return to the site?

4

About your resources

- Who will be responsible for creating content for the website? (e.g. text, images, video)
- Do you have specialists in-house for these tasks? (e.g. photographers, copywriters)
- Do you have an existing website, domain name, or hosting arrangement?
- Who will be responsible for the ongoing maintenance of the site?

5

Timeline and Project Plan

- How soon do you need your website to be completed?
- Are there factors that affect this deadline?