

Background Information

- Is this a redesign or new site?
- If it's a redesign, what is the current domain (URL) and why is your organization seeking a redesign?
- What the purpose of the site?

Target Audience

- Who is your target audience?
 - o May be more than one and may be different from your customers.
 - o Do you have an ideal customer profile?
 - o What will they come to your website for?

Content

- What does the organization do?
 - o List the subject areas – from most important to least, focus on topics and clusters.
 - o Is there a variety of content available to tell the story (photos, videos, text, diagrams, etc)
- Who is going to write the content, or edit the old content for the new site? Will it be done with Search Engine Optimization in mind?

Call to Action

- What do you want people to do when they get to the site?
- What are the most important calls to action that will be on the home page?

Social Media and Sharing

- Where do you target audience(s) spend time online?
- What avenues do you need for sharing your content (links on the page using Social Sharing to LinkedIn, Google+, Facebook, Twitter, etc)
- What Social Media presence do you have (or need) – and how is that going to be presented on the site (Facebook Like box, follow us on twitter, and include the latest from your twitter stream etc).

Functional Requirements

The list above, including content and calls to action, will give you a clear picture of what functions are required in the website, such as:

- A blog
- Social media widgets for activity stream
- Members only content area (paid or free)
- E-commerce capabilities (including a sub-set of specific features, such as having specials, discounts, featured products, customer reviews, etc).
- Advertising or sponsors

Design Assets

- Does your organization have logos, colors, style guide, marketing materials

Design Ideas

- If this is a rebuild of the current site – what do you like / dislike about the current site?
- Please provide a list of three to five websites with design ideas that you like (preferably from your industry, but can be from another).

Technology issues

- Domain name account details, hosting, etc – does your organization have all the details together to make for a smooth transition to the new site?

Search Engine Optimization (SEO)

- Do you have a set of priority keywords and phrases ?
- Will this be addressed in the build / how ?
- How is this measured after the build ?
- Is the content to be edited or created with SEO in mind?

Practical Issues

- What's your budget?
 - o Is it realistic for the features and functions you want?
 - o What are the priority issues, and can it be staged if the budget doesn't cover the wish-list?
- Timeline – how long and what's the deadline?