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WEBSITE STRATEGY QUESTIONNAIRE

This is a multi-purpose questionnaire. Whether you're a company, a sole trader, a club or society, a charity, or any kind of organisation that might use a website. Whether you already have a website or whether you're planning to launch one.

Your answers will help me to understand your needs so that I can propose a cost-effective solution for your new or existing website.

There are some tricky questions (not trick questions, but tricky ones). Don't be daunted if you can't answer them all. It's great if you can answer all the questions but it's also fine to leave blanks. Actually blanks can be good because they may highlight priority areas in which a bit more strategic thinking will be helpful.

Don't spend too long on the questionnaire and please don't put it off. It's better to dash it off half-finished than to put it to one side and agonise over the answers. It's not a test or an exam; it's a starting point so that we can work out where we can best focus our immediate efforts to move towards getting you a web presence that achieves what you need it to.

YOUR CONTACT DETAILS

Your name	
Organisation name	
Email	
Telephone	
Any other contact details	

Question 1	Answer
What does your organisation do? Describe your business/activity as if you were explaining it to someone who has no knowledge of it at all. Try not to exceed 100 words. Don't use adjectives unless you have to.	

Question 2	Answer
What problems does your organisation solve for people? How?	

Question 3	Answer
What do you specialise in? If applicable, describe your niche or niches within your market. Or leave blank if you don't cater to niches.	

Question 4	Answer
Who are your competitors? If applicable, state the names and web addresses of your main competitors.	

Question 5	Answer
Why should people use your services? Describe some benefits to the person using your service or buying your goods, or whatever the case may be. Think in terms of benefits to the user, not attributes of your organisation. For example, "20 years' experience" is not in itself a benefit to the user but maybe there is something special that your organisation can do for the user as a result of its long experience. Be objective, not subjective; and avoid me-too platitudes. For example "good service ethos" or "putting the customer first" or "tailored solutions" or "high quality" would not be an objective reason for customers to choose you. "Unique six-month money-back guarantee" (for example) would be. Maybe it's not applicable in your line of business. In some cases the customer's choice is more a matter of personal preference and chemistry rather than tangible, measurable differences. If so, be honest and say so.	

Question 6	Answer
Do you have a website? If so, please give the URL.	Yes / No
	URL:

Question 7	Answer
Who is your website for? List the main types of target visitor to your (existing or planned) website in order of importance. Try to be specific. Avoid writing a catch-all list. Define your visitors in broad terms or give specific demographics as you see fit.	

Question 8	Answer
Who are your most important website visitors? Now copy this list and add some weighting: allocate up to 10 points total between your target visitor types, awarding more points to the ones that are more important to you.	

Question 9	Answer
What is your general desired outcome? What do you want these people to do or to think, as a result of visiting your website?	

Question 10	Answer
What are some specific desired outcomes? If you can, give some specific examples of what success would look like for one or more visitor types. The more the merrier.	

Question 11	Answer
How will/do people find your website? How do you realistically expect people to find your website? Will new visitors mainly: (a) Search for you directly by your name or web address? (b) Be referred from other sites or from adverts? (c) Search public search engines such as Google for organisations like yours by sector or product or service etc? Maybe it's all of the above – if so, roughly what proportion of each would you aim to be getting?	

Question 12	Answer
What search terms do your target visitors use? *Applicable if you want to get found by people using Google or other public search engines.* What search terms do people type into the search box when they're looking for an organisation like yours? List as many as appropriate.	

Question 13	Answer
Which search terms do you want to get found by, and why? Which of the above search terms are most important to you – which ones do you most hope to get found by? What data do you have to suggest that these are appropriate search terms to aim for?	

Question 14	Answer
How much content do you have? State how much content you have. Give a word count and/or page count, and list or summarise any non-text assets such as images, videos, and interactive tools. If you don't have a clear idea of how much content you've got, say so.	

Question 15	Answer
How does your existing content meet needs? If applicable, give some examples of ways in which your content is tailored to enable your target visitors to arrive at the desired outcomes. Can you think of any ways in which it could be improved?	

Question 16	Answer
Do you have an editorial style guide? Do you follow any written guidelines for (a) voice and tone and/or (b) spellings and styles? Please specify.	

ANYTHING ELSE?

Question 17	Answer
Do you have any further comments, information or questions? If so, please use this space….	