



25 Questions To Make Your Website A Winner

It's an old saw, but true nevertheless: You can do it now or you will have to do it later and you know later always costs more both in lost opportunities and revisions. So here are some questions that you will need to answer. They are organized into six categories: objectives, audiences and questions, metrics, competitors, and strategies.

Website Objectives

1. What's the main objective of your new site?
2. What are the secondary objectives?
3. Why are you replacing your current site?
4. How does your site need to be organized?

Website Audience

5. Who is your target audience?
6. How do they make a buying decision?
7. What level of education/information will visitor to your website need?
8. What risks do they perceive in buying your product?

Website Metrics

9. How will you measure the success of your site?
10. What business contribution metrics will you track?
11. What site performance metrics will you track?
12. How will you get user feedback?
13. What analytics tool will you use?

Competitors

14. Who are your top 3 – 5 competitors?
15. How does their website differ from yours?
16. What calls-to-action do they include on their website?
17. How types of information do they have on their site?
18. What is their primary messaging?
19. What do you like and dislike about the sites?

Website Strategies

20. How will you answer your visitors to contact you?
21. How will you remove their perceived risks?
22. How will you be found by the search engines? (Go to www.manyhatsmktg.com/soapbox for help)
23. How will you drive traffic to the site?
24. How will you obtain contact information from your visitors?
25. What areas will you optimize to promote conversions?