

Hove Web Design

Website checklist - 20 questions

It's really difficult to specify what you want from a website if you don't know what questions to ask and what features you need. We've put together this handy checklist to give you a head start. The questions here won't apply to everyone but they'll give you a nudge in the right direction.

Don't feel you need to have the answers to every question before you get in touch. It's just intended as a way of getting the whole process started.

1. Have you already got a website? What's the address?
2. Tell us a bit about your business - the products you sell or the service you provide
3. Who's the competition - and what do you do that they don't?
4. What do you like about your existing website and what don't you like?
5. Have you seen any websites that you like the look of? (These don't have to be competitors' sites, although those are particularly useful).
6. What are your customers/clients like?
7. Do you speak to them using a specialised vocabulary (for example, you're all lawyers or engineers or programmers) or are you a specialist trying to explain or sell products and services to the general public?
8. Have you got a colour scheme you'd like us to use - or avoid?
9. Will the site have to fit in with any existing branding (company logo, particular typeface, colour scheme and so on)?
10. Does the site have to be finished by a specific date?
11. Would you like to be able to update any of the content yourself? If so, which bits - text, photos, videos?
12. Does the site need any special functionality – for example a members area, a forum, a booking calendar or price calculator?

13. Do you need an online shop to sell products and/or services?
14. Do you need someone to write the text for the site or are you able to provide that yourself?
15. Have you got a logo that we can use or do you need one designed as part of the site?
16. Have you got all the pictures and imagery you'd like us to use?
17. Do you need us to include any social networking features on the site like Twitter or Facebook?
18. Are you going to have a blog?
19. Have you already got a domain name and hosting or would you like us to sort this out?
20. Do you want to get simple statistics on who's visiting the site, how long they stay and so on?

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