

Audience

- 1
 - Who do you want to visit the site? This may be more than one group of people. It might be useful to develop some quick personas when talking about audience, because these can then be used to help understand user journey & effectiveness against goals later.
 - How are they going to find the site?
 - What does each one need from the site/what do you want them to do when they get there?
 - How do they engage with your business – what pain point are they trying to address, and what ongoing relationship will they have? What brings them to you in the first place, and how does that relationship develop? What is your sales funnel?

Role of the website

- 2
 - What is the role of the website within the business?
 - Is it establishing thought leadership? Is it a direct sales tool? A shop window? Should it be generating sales enquiries as a stand-alone tool, or is it a tool which supports your sales team?
 - What do you want people to do when they arrive at the site?

Messaging

- 3
 - Can you summarise your message in no more than 3 bullet points? And without using the word 'solutions'!
 - What is the key information you'd expect each audience group/persona to need to look at?
 - What sort of information do we need to provide to support the key messages?

Search & keywords

- 4
 - What search terms would you like to rank highly for?
 - Which of the audience groups/personas would you expect to find your business via search engines, and what search terms would you expect them to use?
 - Who are your competitors and what search terms do they rank highly for?

Design

5

- What do you want to achieve with the design?
- What emotions/response do you want to evoke from the design?
- Are you keeping your current branding? Is there a brand guide?
- Who are the key decision makers in the design process, and what do they look for in a good design?
- What criteria will they use to decide what's right?
- What websites do you like and why? (this really doesn't have to be relevant to your industry – it's a useful exercise to look at a range of websites and see what works for you, regardless of what sector the website is for)
- Who are your competitors and what are they doing well/badly?

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