



## Questions to Consider Before Designing a New Website.

Often when a customer contacts us to design or redesign a site for them, they're not sure where to start. Below are some important questions to consider that can help ensure you get the website you want.

These are just a few of the questions to consider. Many more will come up as you think about your needs and as we sit down to discuss your project with you.

1. What are the goals of this website?
  - a. Increase awareness?
  - b. Provide information?
  - c. Reach a certain segment of your market?
  - d. Give customers access to your products?
  - e. Anything else?
2. What kind of image do I want my company to project on-line?
  - a. Traditional?
  - b. Clean and Modern?
  - c. Funky? Edgy? Bold?
  - d. How do I reach my target market?
3. Do you have a colour scheme in mind? Do you have a company logo that you want to use as the basis for your colour scheme?
4. Will you be selling products and services directly from the site?
  - a. Do you need a product catalogue?
  - b. How will you collect payment? Credit Card? PayPal? Both?
5. Do you need an image gallery?
  - a. Will you want to update it yourself or will it be static?
6. Do you have other multi-media requirements?
  - a. Audio?
  - b. Video?
7. Do you want to be able to update your site yourself?
  - a. How frequently will you need to update it?
  - b. Will you be adding images regularly to a gallery?
8. Do you need a blog?
  - a. What about other social media?

- b. Do I need a Facebook page?
  - c. Do I need a Twitter presence?
- 9. Will any parts of your site require security?
- 10. Will you need any on-line forms?
  - a. Contact Us or Message forms?
  - b. Registration forms?