



Marketing
Geeks

Important Questions to Ask During a Website Design/Redesign Project

What do you want the web site to do for your company?

Who is your target audience (age/level of internet experience/woman or man/business or consumer, etc)?

What image do you want to portray (Professional/Casual/Sophisticated/Spiritual/Fun, etc)?

If you have branding, what colors, fonts, styles do you use?

What do you absolutely definitely want on the site?

What would you like if possible?

What absolutely must be on the homepage and what is the order of priority?

What must be visible at all times?

How many links will be needed and how many levels of navigation will there be (i.e. how many pages and sub-pages will there be)?

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Contact us at (866) 986-6468 and rebecca@marketinggeeksintl.com

Is there any content that may require a database or scripting? (Contact forms, shopping carts, newsletters, calendar, real estate listings, etc)

Who are your competitors?

Do your competitors use something on their site that you really like?

What do you offer that the competition doesn't?

List 5 general sites that you like and why do you like them?

Do you have any text/copy/graphics/logos ready for the site?

Will you require space on pages for external/internal advertising (If yes what types)?
Header ads, sidebar ads, ads in the content etc.

Will you need additional template styles (narrow sales page with no sidebar, a video sales page, event calendar, store, etc.)?

When do you want it finished?

What are your main products and/or services?

What are the main categories of information you want to publish?

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