

Questions to help determine art direction and content:

1. Please describe your organization in a few sentences:
2. What is there about you and your background that sets you apart for a special (niche) group of potential customers?
3. What problems do your prospects have that your business solves?
4. How can your particular work background help prospects, compared to others in your industry? What's special about your work experience?
5. Why do you believe site visitors should do business with you rather than with a competitor?
6. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?
7. Please describe your potential customers. Pay attention to their income, interests, gender, age, etc. If your website is a business-to-business site or is reaching out to other businesses, what sort of companies are you hoping to attract?

8. List the names of other sites that you like. Why are they attractive to you? - ie. clean design, easy to navigate, well-written and laid out, visually appealing etc.

9. Have you researched your online competition so you have an idea of what you do and don't want on your site?

10. Are you planning to do online sales? If so, what is the product and how many items do you want to sell online?

11. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

12. Other than what search engines will product, what methods do you have in mind to spread the word about your website? Are you interested in pursuing different forms of social media in order to build traffic?

13. How do you plan to encourage repeat visitors and referrals?