Align
MARKETING GROUP

Website Strategy Assessment: 50 Key Questions to Define Your New Website's Success

This comprehensive guide is designed to help you lay the foundation for an impactful and high-performing website. Packed with targeted questions, this assessment will clarify your vision, target audience, and goals, guiding you through essential aspects like user experience, branding, and functionality. Get ready to build a site that truly reflects your business and drives results!

Website Purpose / Strategy:

1. **What are the main objectives you want your website to achieve?**
   - Clarifying your objectives (like lead generation, brand awareness, or online sales) is crucial for choosing the right website design, whether it's a custom-built solution or a templated site.

2. **Is it important for your website to be easily scalable and adaptable to future needs?**
   - If scalability and flexibility are essential, a custom site might be the best option, as it can accommodate growth without performance issues, whereas templates may have limitations.

3. **Do you foresee the need for frequent content updates or changes to your website?**
   - If frequent updates are expected, a custom site will likely be easier to manage and modify, while a template might suffice for occasional changes.

4. **Are there specific functionalities or features you want your website to include?**
   - Identifying whether you need custom integrations or special features can help decide between a custom or templated solution.

5. **How important are speed and performance for your website?**
   - If high performance is crucial (e.g., for SEO or large volumes of traffic), a custom site might be necessary, while a template may be adequate for less demanding requirements.

6. **Do you need your website to integrate with third-party tools or software?**
   - Knowing the complexity of your required integrations will help determine whether a custom-built site or a template is more suitable.

7. **Who is the intended audience for your website, and what are their expectations?**
   o Understanding your target audience helps in designing a site that meets their needs, whether it's a highly customized experience or a standard one.

8. **How do you want your website to compare to your competitors'?**
   o If you want to stand out with a unique design, a custom site may be needed. If matching industry standards is enough, a template could be appropriate.

9. **What kind of online presence do your competitors have?**
   o Analyzing competitors' sites can help you decide if a custom site is needed to match or exceed their offerings or if a template would suffice.

10. **What are your long-term plans for your website's growth and development?**
    o If you anticipate significant changes or growth, a custom site may offer better scalability than a templated solution.

Timeline:

11. **When do you plan to launch your new website?**
    o Your timeline will influence whether a custom site (which may take longer) or a templated site (which can be quicker to launch) is more feasible.

12. **How much time can you dedicate to the website development process?**
    o Your availability may dictate whether a more hands-on custom project or a simpler template-based solution is practical.

Website Structure:

13. **How many pages do you expect your new website to have?**
    o Understanding the scope of your website helps determine whether you need a complex custom site or a simpler templated solution.

14. **Do you want to include all current pages on your new website?**
    o Deciding which content to carry over or update is essential for defining the project's scope and complexity.

15. **Will you be adding any new pages or removing existing ones in the new website?**
    o This helps clarify the changes in content and structure, influencing the choice between a custom or templated design.

16. **Are you planning to use videos on your new website?**
    - If videos are a significant part of your content, you may need a custom site optimized for multimedia.

17. **Do you want to use a slider or video on the homepage?**
    - Deciding this upfront can save time and avoid unexpected development costs later on.

Branding and Visual Identity:

18. **How important is it to align the website with your current brand identity?**
    - If a strong brand alignment is critical, a custom site may be necessary to reflect your unique brand, while a template might suffice for less distinctive needs.

19. **Do you have a brand style guide that the new website should follow?**
    - A style guide helps ensure consistent branding, especially if you're considering a custom design.

20. **Are you looking to refresh or update your brand along with the new website?**
    - A brand refresh may necessitate a custom design that can fully express your new brand direction.

21. **Is having a unique, branded website design crucial for your business?**
    - A distinct, branded design might require a custom site, whereas a template could work for a less unique approach.

Content and Media:

22. **Will you need help with writing or editing the content for your new website?**
    - Determining who will handle content creation impacts the project's scope, timeline, and budget.

23. **Does your organization have specific compliance requirements for website content?**
    - Understanding compliance needs helps plan for necessary legal disclaimers or content reviews.

24. **How many team members will have bios on the new website?**
    - Knowing the number of bios helps determine the amount of content creation needed and influences design decisions.

25. **Will new bios be required for all team members?**
   - o Deciding on the process for creating bios (e.g., interviews or questionnaires) affects the time and resources required.

26. **Will new headshots or professional photos be needed for the website?**
   - o Knowing if new photos are required helps plan the visual elements of the site and manage additional costs.

27. **Are you planning to use stock photos or custom photography for your website?**
   - o This impacts both the aesthetic direction and the cost, influencing the choice between a template and a custom site.

28. **Do you want to include images of your office or team on your website?**
   - o Custom images can enhance credibility and trust but may require more planning and investment.

Hosting, CMS, and Security:

29. **Where is your current website hosted?**
   - o Understanding your hosting environment helps determine if a new provider is needed for better performance or security.

30. **Are you considering a different hosting provider?**
   - o This decision affects site speed, security, and reliability, which are crucial for user experience.

31. **How confident are you in your current hosting provider's security?**
   - o Ensuring your site's security is fundamental to protecting data and maintaining trust.

32. **Do you have a process for maintaining your website's CMS and plug-ins?**
   - o Regular updates are crucial for security and performance, and knowing your process helps identify gaps.

33. **Have you experienced security issues with your current website?**
   - o Understanding past security challenges informs future decisions about hosting, CMS, and security protocols.

Blog and Content Strategy:

34. **How much content (e.g., blog posts) do you currently have on your website?**
    - o Knowing the amount of content helps plan the migration process and affects the choice of a content management system (CMS).

35. **Do you plan to transfer all existing content to your new website?**
    - o This affects the scope of work, migration strategy, and time needed to launch the new site.

36. **Will you continue to add new content regularly to your website?**
    - o Regular content updates may require a more robust CMS with easy editing capabilities.

Search Engine Optimization (SEO):

37. **Is SEO a priority for your new website?**
    - o If SEO is crucial, foundational SEO features (like meta tags, site maps, and content optimization) may be required from the start.

38. **Will you need assistance with SEO strategy and implementation?**

    - o Knowing if you need SEO support can influence the overall project scope and budget.

Accessibility and Compliance:

39. **Is ensuring website accessibility a priority for your new site?**
    - o ADA compliance is important for inclusivity and legal reasons; knowing this upfront helps guide the development process.

40. **Do you have an existing process for ensuring accessibility compliance?**
    - o Understanding your current process can help identify whether new measures or recommendations are needed.

User Experience:

41. **How important is mobile optimization for your website?**
    - A mobile-friendly site is crucial for user experience and SEO, and this need may influence whether a custom design is necessary.

42. **Will your website need to cater to multiple languages or regions?**
    - If so, the site may require custom features or integrations, affecting design and development choices.

43. **Are there any specific accessibility features required for your website?**
    - Defining these needs early ensures your site meets user requirements and regulatory standards.

Analytics and Performance Monitoring:

44. **Do you currently use any analytics tools to monitor your website's performance?**
    - Knowing your current analytics setup can help determine what needs to be implemented or migrated to the new site.

45. **What key metrics do you want to track on your new website?**
    - Identifying key performance indicators (KPIs) will help tailor the analytics setup to your business goals.

Social Media Integration:

46. **Do you want your website to integrate with social media platforms?**
    - This affects the design and functionality requirements and can influence user engagement strategies.
47. **Will your website feature content from social media (e.g., feeds, videos)?**
    - Embedding social content can enhance user engagement but may require custom solutions.

Legal and Compliance:

48. **Are there specific legal disclaimers or notices that must be included on your website?**
    - Knowing this upfront ensures legal compliance and informs content and design decisions.

49. **Do you need a privacy policy, terms of service, or cookie consent management on your website?**
    o These elements are essential for compliance with data protection regulations and should be integrated into the design.

Future Planning:

50. **Will your website play a key role in future marketing strategies (e.g., email campaigns, PPC)?**
    o If your website is central to your marketing efforts, it may require additional functionalities and integrations, impacting the overall scope and design.