



# Website Strategy Assessment

20 Essential Questions to Define Your Website's Success

*AI-Smart Agency • Brand-Forward • Results-Driven*

## Section 1 — Website Purpose + Strategy

1. **What are the main objectives for your new website?**  
(Lead generation, credibility, education, conversions, recruitment, etc.)
2. **Who is your primary target audience, and what do they expect from your site?**
3. **What key features or functionalities does your website need?**  
(Integrations, portals, scheduling tools, calculators, member login, etc.)
4. **How often do you plan to update the site's content?**  
(Rarely, monthly, weekly, daily)
5. **What is your ideal launch timeline for the new website?**
6. **How large do you anticipate your site will be?**  
(Estimated number of pages + whether you'll add/remove/restructure content)

## Section 2 — Content + Visual Identity

7. **What content updates are needed?**  
(Bios, core pages, services, blogs, resources, videos)
8. **Do you have a brand style guide—or is a brand refresh part of this project?**
9. **How important is a fully custom, highly branded design compared to using a template?**
10. **Will new photography or videography be required?**  
(Team photos, office, lifestyle, custom images)
11. **Are there any compliance or legal requirements we must include?**  
(Disclaimers, privacy, disclosures, ADA, industry regulations)

## Section 3 — Technical Infrastructure

12. **What third-party tools or software need to be integrated with the new website?**
13. **How important are speed, performance, and scalability for your long-term plans?**
14. **Where is your current website hosted—and do you want to keep or change hosts?**
15. **How much existing content (blogs, PDFs, resources) will need to be migrated?**
16. **Is SEO a major priority—and will you need help with foundational or ongoing SEO strategy?**
17. **What accessibility requirements does your organization need to meet?**  
(ADA, WCAG, readability, inclusivity)

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## Section 4 — Analytics, Engagement + Future Strategy

18. **What analytics tools do you currently use—or want to use moving forward?**
19. **How should your new website engage with your social media presence?**  
(Feeds, video integration, linking strategy)
20. **How will your website support your broader marketing strategy over the next 1–3 years?**  
(Email funnels, lead magnets, PPC, content strategy, recruitment, events)