

## **What to Base Your Website on: Twenty Questions for Content Development**

1. What is the primary purpose of the website?
2. What are some of your other goals?
3. What action do you want website visitors to take?
4. How are you going to measure the success of your site?
5. Whom do you want to visit your site? (Audience)
6. What types of information are they looking for?
7. What types of information can you provide?
8. How often do you want your site visitors to return?
9. How can you build immediacy (urgency) into your site?
10. What type of image do you want to project?
11. What type of content will be included?
12. How much involvement do you want to include?
13. What do your competitors sites look like?
14. What resources are available for creating (and maintaining) your site?
15. How much internet or desktop publishing experience does your staff have?
16. Who is going to follow up on comments, queries, requests for information and sales generated?
17. How are you going to promote your site?
18. Where are you going to list your site (local directories, Facebook, etc.)
19. What websites can contain links to yours? (reciprocal links)
20. How are you going to keep your website fresh?