

Company Name -

Thinking about content -

What is the value of having a website?

What do you want to say?

Does the content for your website exist?

Where is the content for your website coming from?

What sources of information can the website combine?

Who will write or contribute towards the content of your website?

Thinking about improvements -

How might you reduce your costs by having a website?

What information do people always ask you for?

What tasks or processes might your website simplify?

Thinking about the visitors to your website -

Who do you want to visit your website?

Why would somebody visit your website?

Why would visitors to your website come back?

How can you “broaden” your market - who do you want to target?

Where would these visitors come from - { local | UK | International }

Thinking about Goals and Measurements -

If your website worked - how would you know?

If your website could only have three features - what would they be?

If your website was “complete” - what would it include?

If your website worked - how often would visitors return/re-visit the site?