

The ultimate website prep list

Basics

- Do you have a corporate design incl. a logo?
- Do you have a business/marketing strategy?
- Describe your business and its USP.
- Describe your target audience.
- Who is your competition?
- Why should clients choose your products or services over the competition?
- What are your overall business goals for the next 3, 6, 12 months?
- What is your biggest challenge?

Website Goals

- How would you like to be perceived through your website?
- What is the single most important thing visitors want from your site?
- What is the single most important thing you want to convey on your site?
- In your opinion, what is the biggest challenge/problem you have with your website?
- Do you know any websites you like and could be used as positive examples?

KPIs

- Define three KPIs. They have to be measurable, achievable, relevant and time phased.

GOAL	GOAL #1 (e.g. no. of Visits)	GOAL #2	GOAL #3
KPI	1.000 Visits per month		
Timing	three months after launch		
Sales funnel	Attention		

Internal Setup

- Who is in charge to deliver content (eg. text, images, video, whitepaper)?
- Who will update the content on the website?
- Who makes the decisions during the (re-)launch project?
- Who is analysing the website performance?
- Who will be in charge to test the website?
- Do you already have content (text, images, etc.)?
- Do you want to reuse the existing content or do you want to create it from scratch?

Launch Campaign

- Have you already planned how to promote your new website?
- How does the campaign look like?
- Who is in charge for the campaign?

Technical Setup

- Do you have a server set-up or webhosting?
- Did you register a domain?
- Do you already use a CMS?
- Should this remain as your system?
- Do you want to use a new CMS?
- If you don't have a CMS yet, is there a preferability? Why?

Timing and Budget

- Do you already have a budget in mind?
- Is there a dedicated timing?