



CONSIDERING HIRING AN AGENCY FOR WEBSITE DEVELOPMENT?

42 Questions to Ask

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A website design & development project can mean different things to different people. Advance preparation can help both clients and vendors develop a common understanding of website launch objectives & constraints.

This questionnaire will help us understand your vision for the website and plan the overall effort required for a confusion- and conflict-free delivery. It will also lower your risk for running into a time and cost overrun.

Use this checklist to answer questions that will help your digital partner understand your objectives and scope out work.

So whether you are considering small upgrades or an extensive relaunch, start your website design & development project on the right footing.

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Project Overview

1. What are your top three frustrations with your current website?
2. What is your primary business goal for the website launch (Check all that apply)?
 - Bring in new clients to your business.
 - Revenue growth.
 - Provide your customers with information.
 - Explain your products and services to your target audience.
 - Deliver news or calendar of events.
 - Create a blog that addresses specific topics or interests.
 - Sell a product or products online.
 - Provide support for current clients.
 - Build a community.
 - Others?
3. What technological objectives would you like the website to fulfill (Check all that apply)?
 - 3rd party software integrations
 - Content management
 - E-commerce
 - Custom functionalities (see details on Page 8)
 - Content Delivery Network
 - Secured login/membership
 - Others?
4. What are your high-level project needs (Check all that apply)?
 - Website development
 - Responsive website development
 - Web/Mobile apps
 - New design, layouts & navigation
 - Website content creation
 - Brand development (logo, brand identity)

5. What actions would you like the visitor to perform when they visit your website (Check all that apply)?

- Call you
- Fill out a contact form
- Fill out a quote form
- Sign up for your mailing list
- Search for information
- Purchase a product(s)
- Consume content, such as PDFs, White Papers, Videos etc.
- Others?

6. Are there any features that you don't need now but may want in the future?

Business Overview & User Profile

7. What are your key offerings?
8. What makes your products and services desirable?
9. Why would your customers want to use their product over others?
10. Have you identified and documented your internal users (employees, stakeholders) and external audience (partners, consumers, community members) that might interact with your website?
11. Have you created understood their key goals and expectations from this project?
12. Have you created user profiles or other forms of documentation to communicate your user need to the vendor?

Brand & Design

13. What is the desired overall tone/feel of the new website (check all that apply)?

- Formal/scholarly
- Fun/young
- Corporate/trustworthy
- Creative/artsy
- Classic/elegant
- High tech/interactive
- Trendy/cutting-edge
- Classic/prestigious
- Futuristic/unique
- Others?

14. Any brand guidelines to keep in mind? Are there corporate colors, logo, fonts etc. that should be incorporated?

15. Are there any constraints regarding rich media (images and videos) that can be used on the site?

16. Websites of your closest competition - Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

- 1.
- 2.
- 3.

Content Creation & Strategy

17. Would you be providing content (verbiage, images, and videos) or would you like the vendor to provide/create new content?
18. Do you have a content strategy or content guidelines that governs content on your website?
19. If content creation/migration is required, has a content inventory audit been conducted that documents available content assets that can be reused on the site? If not, would you like the vendor to conduct content inventory audit to include:
- List of all new/redesigned URLs
 - Gather all KPIs related to those URLs (Google Analytics KPIs, SEO tags, canonical URLs, word count)
 - Sort content (improve, reuse, discard)
 - Keyword research
 - Create Content strategy to include pages to fill keyword gap or user need, removal of pages, page redirect etc.
20. Will this project involve re-using the site map or site navigation? Or will it require the vendor to create a new site map, if desirable from a SEO and user experience optimization perspective?
21. What is your content approval process?

Functionality & Technology Needs

22. Are there any interactive features that you would like to add to your website?

- Maps
- Calculators
- Online chat
- Online forums
- Events Calendar
- Appointment Scheduling
- Contextual search solution (search feature within the website)
- Personalized Content by geo-location, user type, and behavior patterns
- Get a Quote functionality
- Others?

23. Do you have an existing web development platform / CMS / LMS that you currently use?

- WordPress
- Drupal
- Joomla
- Magento
- Moodle
- Custom built
- Other?

24. Would you like to re-use the same platform for the new site development?

25. Would you like to reuse the same STACK (development framework) for the new website?

26. Are there any special considerations for compliance, accessibility or usability?

27. Do you require integrations with any of the following 3rd party systems? Please specify name and version, if applicable

- CRM (Salesforce, InfusionSoft, Zoho, Others)
- Marketing Automation Software (Marketo, Eloqua, HubSpot, Others)
- Learning Management Systems (Moodle, Canvas, Blackboard, Google Classroom, Others)
- Payment Gateways (Authorize.net, Paypal, Stripe, Others)

- Email systems (Constant Contact, MailChimp, Others)
- Inventory Integrations
- Analytics Integrations (Google Analytics, Adobe Omniture)
- Others?

28. Will the site be hosted with the same hosting provider or are you looking for hosting recommendations?

29. Do you have a preference for a mobile site strategy? If not, would you like the vendor to recommend a mobile site strategy?

- Responsive Website
- Separate mobile site (browser-based)
- Native Mobile App
- Hybrid Mobile App

Search Marketing

30. Would you like the vendor to include a website-specific, on-page SEO strategy to include:
- Competitor and keyword research
 - Guidelines Creation (W3C validation, robots.txt, canonical URLs, htaccess)
 - Indexing (XML sitemap creation & submission to search engines)
 - Navigation & URL Optimization
 - Content Optimization
 - Google Search Console & Analytics setup and event, goal & funnel creation
 - Landing page creation for search campaigns
 - Conversion Rate Optimization strategy implementation
31. Please provide 3-5 keywords that your user base would use to search you online?
32. Are there particular geolocations that you would like to be especially visible in?
33. Do you have an ongoing SEO campaign in place? If not, would you like the vendor to provide an on-going SEO campaign to build your site's trustworthiness, showcase your thought leadership and bring you qualified leads?
34. Do you have an ongoing paid ad campaign in place? Would you like the vendor to provide you with a paid ad campaign on social and search channels?

Project Management

- 35. Do you have a project manager who would liaise with the vendor's project management team?
- 36. Who are the members of your web project team and how they be involved in the website redesign and development project?
- 37. Are there any critical deadlines or milestones that the vendor should be aware of before they start the project?
- 38. Do you require help from the vendor to define a project budget? Or are there budget limitations of which the vendor should be aware?

Administration, Training & Maintenance

- 39. Do you have a plan in place for website updates & maintenance, including admin roles & permissions?
- 40. Is on-site training required as part of this project?
- 41. Will documentation be required for training?
- 42. Do you have a plan to manage the site (content management + technical support) after the completion of the project? Or would you like the vendor to provide you with a retainer plan to provide ongoing support and maintenance?

About Webtage

Webtage is an award-winning design, build + market firm that delivers meaningful digital experiences to drive top line growth and operational efficiencies.

Our industry-certified digital team delivers sophisticated web experiences, software solutions and marketing campaigns by leveraging cutting-edge technologies, delightful UX and powerful marketing propellers to provide consistent ROI.

Our experience spans 75+ websites, 100+ marketing campaigns and 50K+ leads generated across multiple industries, including B2B, construction, higher education, hi-tech, hospitality, medical and more.

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Thank You