CURRENT

1.   What is right about your current website

2.   List ways that your current site doesn't satisfy?

3.   What type of customer is coming to your website?

4.   What do you want a potential customer to do after visiting your website?

5.   Consider your competitors websites. What types of features do they offer visitors? What do they do that you want to stay away from?

6.   What part of your site can be expandable? Do you have media available/articles? A regular newsletter?

7.   Do you lean more toward not having to do updates yourself (outsourcing) or the ability to update in-house?

8.   How many contacts a month do you get via from your website?

9.   What type of Search Engine Optimization (SEO) efforts do you have in place?

10.   Are there any new links/features you know you would like to add at this time?

PAST

1.   Is this your first website? If not, what has or has not worked in the past?

2.   What things have customers mentioned looking for or finding on your websites?

SOCIAL

1.   What social sites does your company or executives have memberships to? Are they currently being updated with company business?

Please provide login information:

Hosting Service (ex. GoDaddy, 1&1, etc...): _____

Admin   Server Access/FTP

Username: _____   Hostname: _____

Password: _____

                                                                    Username: _____

                                                                    Password: _____