

Crucial Questions to Ask Before Changing Your Website



Questions For Everyone

1. What can I gain by improving my website?
2. How will my clients find me online?
3. Is the internet even a good place for me to find clients?
4. What services can you offer me besides a design/redesign?
5. What should my plan be after the redesign?
6. What do you need on our end to make this website happen?
7. What should we even be posting about?
8. Am I targeting the right people?
9. How many/what kind of videos should I use on my pages?
10. How much time will it take?
11. What is my website currently saying about my company?
12. How would you improve that message?
13. Are they going to my competitors, or just not looking online?
14. What is the most important part of my site?
15. How important is the blog?
16. How do we run the blog effectively?

Questions For CEOs

17. How much do you understand about my company?
18. What can you do for me that others cannot?
19. Have you had any experience working with/in our industry?
20. Can you make us an effective website with the knowledge you have of our industry?
21. Will you be able to show us how our site has improved after the redesign?
22. Is it even that important for us to utilize the blog page?
23. Is there another way I can tap into the online market that is not my website?
24. Will this website help us grow as a business?
25. What is this going to cost me?
26. What are the benchmarks my site should be hitting?
27. When will my website start showing the effects you predict?
28. Do you know what to do with any of the analytics you may have gathered?
29. Are you willing to learn about us in order to make a website that will appeal to us and our customers?

Questions For CEOs

30. What about my company will be appealing online?
31. What kind of experience does your team have?
32. How many other projects like this have you done?
33. Is a more iterative process going to be more beneficial than changing everything at once?
34. What are the things I need to know about your company?
35. Will your changes hurt the things that work about my website?
36. If you offer support will I have to pay for it?
37. Are the servers our responsibility or yours?
38. What is your billing process?
39. What happens if the project grows past its original boundaries while you are working on it?
40. How secure is the site going to be?
41. How secure is any information we give you?
42. Can you run all or some aspect of social media?
43. Can you run our blog?
44. Can you set us up with custom emails?

Questions For CEOs

45. Are there any advantages to having you control the site?

46. If you have to outsource, how will it work?

Questions For Marketers

47. Do you have ways to teach me how my site works?
48. Can you provide me with the data I need to make personas?
49. Do you want to be in control of the site long term, or will you hand it off to us?
50. Will the site be something anyone can update or will we need someone experienced with websites?
51. What is my current site doing right/wrong?
52. Could I improve an area of my site to get similar effects to a redesign?
53. How long should i expect the redesign to be effective for?
54. What can I do to hold off having to redesign again after this is finished?
55. What is my online marketing missing?
56. Why are people leaving my site?
57. Is my image of my company the one we are actually putting off?
58. Can you help us with our own branding?
59. Will we be able to pivot in the future with this website, or will it have to be redone?

Questions For Marketers

60. Do you know how to bring my clients to my website?
61. Do you have the ability to track customers on my website?
62. How important is having a social media presence on the site?
63. What ways can you integrate social media into our site?
64. Am I interacting with my customers in the right way?
65. How often should my content change?
66. What kind of forms should my website have?
67. How do I get people to bother filling forms out?
68. What is too little content?
69. What is too much content?
70. Will my website look the same to every visitor?
71. Can you help me decide on content for those personas?
72. Will you be able to design a page on your own?
73. What will you use to build this website?
74. How much control of the site will I have?
75. Is there anything on my current site I can use in a redesign?

Questions For Marketers

76. Who should I contact on my team to get the information for a redesign?

77. Can you capture our style and make it appeal to the internet audience?

78. How much of your time can you commit to me and my project?

79. Is your team large enough to handle everything I need within my time frame?

80. Can I see some examples of other projects like this?

81. Should we have one person be the bridge between us, or a team?

82. How much time will the people working for us need to spend to help you build this site?

83. Can you make changes now as opposed to a large redesign?

84. What is your process like when doing a redesign?

85. How can we be sure the timeline is being kept from your end?

86. Will there need to be multiple versions of the site or do you use a responsive design?

87. How often will I be able to see updates on your work?

88. How much work are you capable of doing in house?

Questions For Marketers

89. Do you have all the assets you will need to work on my site?
90. When/will I be able to see a wireframe or mockup of our site?
91. Do you offer support after the site goes live?
92. Does the actual data validate my personas right now?
93. How often should my offers change?
94. Where should they be placed in my website?
95. What kind of images are the most effective?
96. How many pages should my site have?
97. What kind of pages don't we need?
98. If we have already designed the page can you build it for us?
99. How much will you need us to be involved in each step of the process?
100. Are there any advantages to having you control the site?

Questions For Sales

101. Am I converting my online leads at a good rate?

102. How can I convert any clients I gain through my website into leads/sales?

103. Can you help us turn our social media presence into leads and sales?

104. Am I interacting with my customers in the right way?

105. What is the best way to use our email campaigns?

106. Is email a good place to start our online expansion?



Joe Jerome, CEO, Brand Builder Solutions

Joe helps organizations grow quicker by providing turnkey, easy to deploy tools, such as performance proven landing pages, full inbound sites, email templates, and turnkey engagement services.