



## Ten key points to get your project moving

Thank you for getting in touch with me about your web project. I'd like to know all about your needs and expectations regarding to this project and I invite you to think about the following questions as a starting point to work together:

1. Who are you? Define your company, the services and/or products that you wish to introduce on your website.
2. Do you have any launch date in mind? Any reason for this deadline?
3. Why do you need to have a (new) website created?
4. What are your objectives through the website – from low to high importance? (i.e. increased sales , enhanced data search...). What are your success factors to measure the performance of the project?
5. Who is the target audience for your website? (provide details like age group, socio-economic status, how comfortable they are with the internet...)
6. In your opinion, what will visitors do on your website? What will they be looking for?
7. Why would a prospective client choose you rather than your competitor?
8. How are your competitive rivals positioned in the web-based marketplace? Please describe your main competitors and map their position on the web.
9. How would you like first-time users think of your business? What image do you want your website to convey to differentiate yourself from the competition?
10. Can you mention some examples of websites you love for their graphic design, the way you use them?

### Two additional questions (for a redesign)

11. You already have a website: which part is working fine and what needs to be improved?
12. Would you like to add sections or specific functions to your website? How should these new elements contribute to reach the objectives of your website and its users?

How to get your project kicked off? Easy. First, take your time to think about these questions. Then, contact me by phone or email. Let's talk about it whenever possible and start working together to make this project happen.

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