

DISCOVERY QUESTIONS

1. Do you have a domain name registered? If so, what is it? Where is it registered? When does it expire?
2. Do you have web hosting currently? If so, with what hosting provider, and when does the plan expire?
3. Do you need any specific domain-based e-mail addresses set up? (Common examples include "info@yoursite.com," "sales@yoursite.com," "appointments@yoursite.com" and so on.) If so, please list the addresses and the staff member and e-mail that each should be forwarded to, if any.
4. Do you currently have content for your website (text, photos, etc.)? Is it up-to-date? How do you plan to keep it updated on your site? Some sites have a content management system (CMS) that allows you to maintain and update your own site. Who in your organization would feel comfortable with running a CMS if you choose to have one implemented? It requires some level of technical proficiency (such as using HTML markup). Will CMS training/support be needed?
5. What pages/content areas do you see your website having? Are there any special features you want, such as a blog, an online newsletter, password-protected areas, a store, audio/video, etc.? Please describe, and include links to similar content if desired.
6. REDESIGN ONLY: What content/features on the current website do you want to KEEP? Do you have any website analytics that show which pages your users are visiting most often?
7. REDESIGN ONLY: What content/features NOT on the current website do you want to ADD? Please provide links to other websites that show the kind of content you are thinking about, if applicable.
8. What are some of the demographics of your largest audience? To whom do you feel you need to PRIMARILY communicate?
9. What is the most important feature of your website IN YOUR EYES?
10. What do you think is the most important feature of your website TO YOUR CLIENTS/VISITORS?



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