

Questions for Clarity

1. *Why do you want to have a redesign for onwardmobility.com?*
2. *What will happen if you don't have a redesign?*
3. *What problems do your prospects have that the redesigned website will solve?*
4. *Why do you believe site visitors should use the redesigned website rather than a competitor's?*
5. *Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?*
6. *Please describe your potential customers/users. What sort of users are you hoping to attract?*
7. ~~*Please list the names of five other sites that you like. Why are they attractive to you? These may not necessarily be your competitors. (already mentioned in the email)*~~
8. *What do you NOT want on your new website site in terms of text, content, etc.?*
9. *Where will the website content / copy come from? Who's responsible for updating the website?*
10. *How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?*
11. *If you were using a search engine, what words or phrases would you use to find your website? Which of these words or phrases is most important? Second? Third?*
12. *Other than what search engines will produce, what methods do you have in mind to spread the word about your website?*
13. *What are the keywords that you'd like to associate with your website? Trendy, Fresh, Professional, Reliable, etc...*
14. *How do you plan to encourage repeat visitors and referrals?*