

Welcome Workshop questionnaire

Your business

In a nutshell – What do you do?

Can this be summarised in a single line or are there multiple facets to the business?

(If multiple - what is the percentage split of the services provided?)

Why was the business formed? Is there a business ethos / mission statement?

How has the business evolved over the years?

Is there a positive historical story?

How do you attract new business/users?

Who do you talk to in those organisations? Their role?

Do you have any testimonials or case studies from them?

What type of business/users are you trying to replicate?

Your brand

Do brand guidelines currently exist?

Is there scope to update aspects of the brand guidelines (ie fonts, colours, image treatments)

What other material do you currently produce i.e. brochures, exhibition stands etc?

Do you have a bank of quality imagery?

Strengths and Weaknesses

What are your USPs?

Which USPs do you want to focus on?

How do these USPs benefit existing users and potential new users?

How well known are you in the industry?

How are you viewed in the industry?

What adjectives would you use to describe your business?

Are there any external misconceptions about the company?

What are your weaknesses?

Competition

Who are your direct competitors?

What differentiates you from your competitors?

What do they have in common with you?

Do they target specific markets?

Which companies do you admire?

Is there a common flaw in your competitors' material ie overly technical / wordy / cold / visually unappealing, that you could 'rebel against' to differentiate yourself?

Goals

What are your planned future developments?

What are your planned future target markets?

Are there areas of your business you'd like to expand?

How do you want to be perceived?

Adjectives?

Leading

Professional

Different

Unique

How do you assess success?

Website specific

What are the top 3 roles of the website?

Who are you talking to - Currently / Hopefully?

Are you speaking to a variety of audiences?

If so, do you feel the current content addresses each audience appropriately?

What will they want to know?

What is their level of understanding?

Will they have heard of you?

What will impress them / have the greatest impact on them?

What do you want them to do?

What type of businesses/users do you want to attract?

May they have barriers to using / interacting with the website?

If yes, are there any ways of reassuring them?

What are the external factors motivating the website redevelopment?

What are the internal factors motivating the website redevelopment?

What issues do you have with the current website?

Is there any functionality you feel it needs?

Is there any functionality you feel is unnecessary?

What do you want to be easier to do?

Are there any features you see as essential? ie

- Search
- Forms (if so, what kinds?)
- News feed
- Video content
- Call back buttons / Pop-up get in touch
- FAQs
- Others

What's the best way for people to get in touch with you?

What do you want them to ask?

Do you have any current analytics information that we could access? To see most/least popular pages, user journeys?

Are there any websites you see as aspirational?

Who will be maintaining the website internally? (*how many people need logins?*)

How frequently will you be updating it - ie with News / Events etc?

Do you have copywriting capability in-house?

Will content be pulled in from other sites?

Is creating an e-newsletter realistically something you'd do?

Do you use a CRM? If so, which one and why?

Do you use Email marketing software ie Mailchimp? If so, which one and why?

Do you use any other business critical technologies?

How will you be promoting / pushing traffic to the website?

Is information exchange appropriate / relevant?

What information would you find useful from site visitors? ie Age / gender / location / job title etc

Is social media currently a relevant outlet? Are social media accounts already set up and branded appropriately?