

Pre-Design & Development Evaluation

Every web design project—creating a new website or redesigning an old one—needs to start with an evaluation of your site’s goals, your audience and your design preferences. In addition, you need to thoroughly evaluate the content you already have to be used as is, to be updated, archived/deleted or that you will need to create.

Your content dictates the design; the structure of the site, its navigation and page hierarchy as well as its layout depends on it.

This checklist will help you define your content strategy, what designs you love and which work for your site’s main goal or call-to-action. It will clarify which technical elements you wish to include on your site and which you won’t need. And it will help you assess your target audience.

I share a similar checklist with my prospective clients before our consultation call, and it will help you brainstorm your new site design with your team or clarify the next steps for you to take before the development and design phase can begin.

And when you’re ready to jump in and create your new site, let’s work together to make it happen—on time, on budget and with the peace of mind that your content, your mission or your unique story, will be promoted as best as they can.

Let’s get started!

I’m designing/redesigning my site because....

On a scale of 1 to 10, how ready are you to invest in re/designing your website?

What is the budget you have allocated for your re/design?

CONTENT

What service, mission, products or portfolio does my site promote?

What is the main goal of my site?

What makes me/my organization stand out from the competition?

What words do I want people to associate with me/my business or organization?

What 3 phrases/keywords would someone search in Google to find my site or my competition?

Who is my main target audience: i.e. age, gender, nationality, profession, international, specific geographic location, industry?

What is the #1 problem that my site visitors or clients need answers to?

How will my clients/site visitors feel when they are done working with me?

What are the top 3 things I want visitors to DO on my website?

Online styles and brands that I love and why...

DESIGN

My website needs to have: i.e. a set color scheme, brand logo, fonts, videos, photography, slideshows, social media feeds, contact forms, CTA button...

What kind of design reflects my business/brand, i.e. rustic, simple, clean, illustrative, photo-heavy, content-heavy, colorful, subtle, vintage, modern?

3 websites that are closest to my design vision (content and/or design)...

www.
www.
www.

TECHNICAL REQUIREMENTS

Do I need to purchase a domain name and find a web host for my new site?

Can I maintain the site myself (security updates, regular backups, content revisions)—or will I need offsite admin/tech help post-launch?

Do I want to gather emails for a mailing list, a sign up form for newsletters/freebies or do I need member-only logins?

Will I need e-commerce?

What is my deadline/set timeline for the project?

What is the budget for the project?

CONTENT STRATEGY

A list of the content (copy the URL) that...

1. ...I want to carry over to the new site
2. ...needs to be updated
3. ...needs to be created
4. ...will be deleted or archived
5. Images/visuals/graphics/logos that I need to create

1.

2.

3.

4.

5.

Do I have most of the content available to start working? If not, when?