

Web Site Creation & Maintenance Questions to Consider

Project

- What are the basic goals for this project?
- Are there any schedule requirements (i. e. a time frame to get it done)?
- Will the web site reinforce any existing branding or other materials? How?

Audience

- What type of visitors do you want to attract?
- What are your goals for each visitor?

Content

- Where will the content come from? Will it be new, repurposed, or both?
- How often will you add new content?
- Who will update the content?

Functionality

- What functional requirements do you believe to be necessary? (e. g. event calendar, catalog, applications, photo album, etc.)
- Who will update these functionalities?
- Are there any technical issues or limitations?
- Have you budgeted for hosting and maintenance of the site? If so, what is your budget?
- Who will maintain the site?
- How will the site be served/hosted?
- Are there any legacy sites or systems that are currently in place?
- What is your long-term plans for the site?

Adapted from [Secrets of Successful Web Sites](#). David Siegel. Hayden Books, 1997.