

Website Needs Assessment Worksheet



1. *Who is the website's audience?* Consider everyone you want to visit your site and rank them in importance. Then think about who else will visit the website, such as competitors. Consider what information you want public.

2. *What is the goal of the website?* Determine an action you would like each type of visitor to take. Think of measurable actions such as contacting you, placing an order or downloading information.

3. *What does the visitor want from the website?* Put yourself in the place of the visitor. Why are they visiting the site, what do they need?

4. *What does your competitor's website contain?* Typically each industry sets standards in the level of professionalism of design, content, interactivity and services provided. Look for opportunities to surpass the competitors.

5. *What is your company image, culture or brand?* What adjectives best describe your company? What existing marketing materials do you use? Do these materials align with the descriptive adjectives? If so, design the website to compliment the collateral. If not, evaluate what direction makes the most sense.

6. *How will users find the website?* Do you want a regional, national or international audience? Is the audience a narrow group and easy to contact through advertising, or a broad range of people? Would it be easier to attract the audience through the search engines, advertising in trade magazines or direct mail?

7. *What resources do you have to maintain the website?* Do you have staff that can maintain the website or is outsourcing a better solution? If you have the staff, what are their technical capabilities?

8. *How do you measure the website's effectiveness?* Once the goals are established determine a strategy to measure the actions. If you have an existing website, measure the old website to find a baseline.

9. *How do you drive return traffic to the website?* What new information, tools or services can you offer of add to your website to give value to your audience?

Website Needs Assessment Worksheet - Sample

ACME ACCOUNTING FIRM

1. *Who is the website's audience?* Consider everyone you want to visit your site and rank them in importance. Then think about who else will visit the website, such as competitors. Consider what information you want public.

- a. *Prospective clients*
- b. *Existing clients*
- c. *Researchers*

2. *What is the goal of the website?* Determine an action you would like each type of visitor to take. Think of measurable actions such as contacting you, placing an order or downloading information.

- a. *Motivate prospective clients to call or make contact*
- b. *Build a strong relationship by adding services*
- c. *Provide information of value to become memorable*

3. *What does the visitor want from the website?* Put yourself in the place of the visitor. Why are they visiting the site, what do they need?

- a. *Information*
- b. *Itemized invoices and online payment options*
- c. *Tools and worksheets*

4. *What does your competitor's website contain?* Typically each industry sets standards in the level of professionalism of design, content, interactivity and services provided. Look for opportunities to surpass the competitors.

- a. *Professionally designed graphics*
- b. *Custom software applications for: tax pocket guide, eNewsletters, calendar of offered seminars, tip of the month, tools, worksheets, software solutions for specific industries, alerts*
- c. *Flash animations on a couple of websites*

5. *What is your company image, culture or brand? What adjectives best describe your company? What existing marketing materials do you use? Do these materials align with the descriptive adjectives? If so, design the website to compliment the collateral. If not, evaluate what direction makes the most sense.*

Friendly, practical, personal approach, trustworthy, committed to the community, established

6. *How will users find the website? Do you want a regional, national or international audience? Is the audience a narrow group and easy to contact through advertising, or a broad range of people? Would it be easier to attract the audience through the search engines, advertising in trade magazines or direct mail?*

- a. Regional, no specific industries – perform a basic organic search engine optimization*
- b. Currently host a variety of community events, provide calendar and registration*
- c. Advertise to audience in local community leisure publications such as theater programs, non-profit newsletters whose target audience is business leaders, sponsor appropriate events.*

7. *What resources do you have to maintain the website? Do you have staff that can maintain the website or is outsourcing a better solution? If you have the staff, what are their technical capabilities?*

Have staff availability but limited technical skills

8. *How do you measure the website's effectiveness? Once the goals are established determine a strategy to measure the actions. If you have an existing website, measure the old website to find a baseline.*

- a. Track downloaded documents, worksheets and tools*
- b. Collect contact information for those that use online invoice and payment systems*
- c. Allow users to sign-up for future tool releases*

9. *How do you drive return traffic to the website? What new information, tools or services can you offer of add to your website to give value to your audience?*

- a. Keep information current and notify users when new information is added via email*
- b. Promote online payment services with a new marketing campaign*
- c. Post photos of supported events for participants to share and print*