Web Content Development Survey

What are your objectives?

1. What are your primary online objectives? What are your secondary objectives? What strategies -- online and offline -- are in place to meet new objectives?

2. What issues are you addressing? What solutions are you trying to provide? How will you measure the success of the solution?

Who is your audience and what action do you want them to take?

1. Who is your target audience? Describe a typical visitor coming to your site. How often is the visitor online, and what does he/she need? Use as much detail as possible in profiling your typical visitor, including: age range, occupation, gender, education, online frequency, technical ability, computer use, computer access and network connection, etc. Profile more than one if applicable.

2. What is the primary action the visitor should take when coming to your site (search for information, register, etc.)?

3. What are the key needs of the visitor accessing your content?

4. How many people access your site on a daily, weekly, or monthly basis?

5. How do most people find out about your site? What methods of distributing the URL exist within your organization? What other ways do you reference your Web site?

Is your existing content accurate?

1. What is, and how old is, the oldest piece of information on your site? Is the information still of value to someone using your site?

2. Is it accurate? Do any pages contain factual errors, inactive links, or other serious information flaws?

How will new content meet your objectives?

1. How will new content cause your audience to take the desired action?

2. How will new content expand or differ from the current site? Do you have an outline or map of how it fits into the site structure? How long would it remain on the site?

3. Who will create content for the person who posts to your site?

4. How often should the site be updated and who is responsible for providing updates? Will you establish a regular maintenance schedule so that visitors come back to view fresh content?

5. Are there high-demand information items that are not on your site? What are they?