# Why you need a (new) Web site

Web site design is not just visual design of pages, but (more importantly) site design: deciding what pages there will be, what will go on each page, how the pages will fit together, how visitors will be helped to make specific journeys through the site depending on why they come.

Please answer any of these questions that you can. Just type into the obvious spaces, *which will get bigger as you type*.

You don’t need to write at length. Short answers are often the best.

**1.** Why do you want to have a Web site? What is really motivating you? (What problem do you want to solve? / What challenge do you want to meet? / What opportunity do you want to seize?)

**2.** Who are your competitors? (In the broadest sense. List as many as you can)

**3.** What do you offer that your competitors don’t? (Do you have a Unique Selling Proposition (USP)?)

**4.** Who are the people you most want to visit your site? (What do they have in common? What will they themselves be looking for? Can they be broken down into identifiable groups?)

**5.** What do you need on your site to persuade people to *come* there in the first place? (From a Google search query / a link on another website / a recommendation from someone)

**6.** What do you need on your site to persuade people to commit themselves, or at least to contact you?

**7.** Most of my clients are happy for me to edit and update their sites (often with photos and text of their own). Will you yourself want to edit and update your own site? (If so, in what areas, and how much?)

**8.** How will you decide if the site is successful? (Please give as much detail as you can.)