

What Important Questions are Web Developers Not Asking Their Clients?

Read our handy guide to make sure all of these important questions are considered before your site is put together.

1. What are Your Goals?

- What are the three (or more) main things you want visitors to achieve on your website? This crucial question clarifies your goals and helps prioritise features.
- How will you measure success for this website? (e.g. Increased sales, signups, contact forms). Knowing how you define success should steer design.
- What are your biggest concerns about building a website? Understanding your anxieties will help address them properly.

2. Content and User Experience

- Do you have any existing brand guidelines or style preferences? Ensure your website aligns with your brand identity. It's more than just colours and logo. Consider your company values.
- What content do you already have available, and what will need to be created? It's OK to reuse content from an old website that is still

relevant. This will help you with project timelines and resource allocation.

- Do you want a blog on the site? How comfortable are you with maintaining the blog after launch? Alternatively, consider involving a digital marketing agency to manage your blog.

3. Long-Term Vision

- Do you have a plan for ongoing website maintenance and updates? How will the company's growth affect what you need from the site?
- How does this website fit into your overall marketing strategy? The website should probably be a central part of your broader marketing effort. Consider how that influences its development.
- What are your expectations for future growth or changes to the website? Do you need to build a scalable website to keep pace with your plans?

4. Likes and Dislikes

- Is there a specific website you really admire and why? Which sites inspire you?
- What are some design elements you would like to avoid? For example, any colours? Cliched or tired themes or images? Consider your pet hates.

Conclusion

By discussing these questions with your web developer, they can gain a deeper understanding of your needs and build a website that is not just functional but truly effective.