



## WEB SITE UPGRADE QUESTIONNAIRE

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**The following set of questions will assist Track Marketing Group in helping your organization explore potential changes to your web site.**

### **YOUR ORGANIZATION AND YOUR PUBLIC**

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1. What is the mission of your organization?
2. How does your web site support this mission? How has your web site helped you serve your public?
3. What is motivating you to change your web site at this time?
4. What might be different for your public or your staff once you've launched your new web? What navigation choices might stay the same/be added/be deleted?
5. Has the focus of your organization changed since the release of your current web site? What is different?
6. How do visitors find your web site now and why do they come to your site?



## **THE NEW WEB SITE**

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- 12. What are the top goals for your new web site? What are the objectives you will use to measure success with a new web site?**
  
- 13. What is the high level functionality of your new web site? What are the top 3 items you desire visitors to immediately view when they arrive at your web site?**
  
- 14. Creative elements – what do you find most attractive in terms of look and feel for a web site? Do you prefer more photography or more illustrations? Do you have a preferred color scheme?**
  
- 15. Can you point to examples of web sites you think are attractive? List any reference sites.**
  
- 16. Are there web sites that link directly to your web site that you desire to mimic in terms of look and feel?**
  
- 17. Technology requirements – typically design for 800x600. Section 508 standards. Will rich multimedia (e.g. audio/visual) be included in parts of the site?**
  
- 18. Where is the current web site hosted and will this change with your new site?**

