

## 32 Questions to ask before Building a Website

- **Your Mission**
  1. What do you do? What's your coffee shop answer?
  2. Who is your ideal prospect or member?
  3. Why would they choose your ministry?
  4. How do you find prospects and members now?
- **Website Purpose**
  5. How will the website fit into your overall outreach or ministry strategy?
  6. Why should your ideal prospect or member visit your site?
  7. What are your goals for the website?
  8. Is your organization (and leaders) ready for a website?
- **The Details**
  9. Do you have a domain already?
  10. Who will be the point of contact?
  11. Where will the content for the site come from?
  12. Roughly, how many pages will the site include?
  13. Will you be blogging or sharing news items?
  14. Will you be giving (or selling) something online?
  15. Do you need an event calendar? Event registration?
  16. Do your members need to log in for any reason?
  17. Do you use social media? Which networks?
  18. Do you have videos you want to use?
  19. Do you want testimonials? Do you have them already?
  20. Is there any third-party integration needed?
  21. Should the website simply be a credibility piece or will you want to generate leads from search results?
  22. Aside from communicating information, is there anything else the website needs to do?
  23. Is this the right time to build a website?
- **The Launch**
  24. Do you have a deadline?
  25. How do you handle email?
  26. Who will be responsible for maintaining the site after it has been launched?
  27. Do you have the personnel (staff or volunteers) in place for the website?
- **The Budget**
  28. Do you have a ballpark budget for this project?
  29. Can we simplify or do things in phases?
  30. What is the decision making process?
  31. Are there questions that need answers before starting?
  32. Are there any red flags or concerns with your website project?