

10 Key Questions to Ask When Designing Your Website Pages

General

- 1. What single action do you most want your visitor to take on each page?

Homepage:

- 2. What do you want to people to learn when they first find you? For example:
 - What do you offer? What do you do? How do you do it?
 - What sets you apart from your competitors?

About Us:

- 3. Who do you want visitors to your website to know from your organization?
- 4. What is your company's core philosophy and values?
- 5. How can you show your visitors that you're in their "tribe"?

Contact Us:

- 6. How can your site's visitors contact you?
- 7. What friendly words can you use to encourage people to contact you?

Blog Page:

- 8. How often will you blog?
- 9. What will you blog about?

Start Here:

- 10. What are the top questions a new visitor might be looking to answer on your site? List these and help the visitor find them in the easiest way possible.