

# Sitemap Planning Questionnaire

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A good website is used by real people to accomplish important goals. We want to build your website with all of these beautiful people and their goals as our main focus. No spray and pray here! That's why we need some detailed input from you.

Please look over each question below, contemplate them as you sip your favorite hot beverage, and give us as much insight as you can so we can take our next step: building your sitemap. Thanks so much for the help!

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- Who are the ideal users—or groups of users—that visit your website?
- What does each group of users want to accomplish or get from your website?
- What keywords or phrases would they type into Google to discover your website?
- What do you want your website to accomplish for you?
- What do you like about your current website?
- What do you dislike about your current website?
- What essential content must be kept in order to help everyone reach their goals?
- What nonessential content can be let go?
- What new content would help you and your visitors reach their goals?
- Are there any specific pages that you or your industry require?
- What functionality and features need to be included to help everyone reach their goals?
- What additional functionality and features would be a bonus, though not essential?
- Tell me 3 websites within your market that are doing it well and list why.
- Tell me 1 or 2 websites within your market that are doing it poorly and list why.
- Do you have any concerns or worries about this new website?