SMACK HAPPY

WEBSITE REDESIGN QUESTIONNAIRE

Narrowing down where to begin your redesign, or determining what other changes may need to be made, is easier than you think. If a question applies to you, simply write your answers in the right "Answers" column.

QUESTIONS	ANSWERS
What is the purpose of your website?	
Who is your target audience?	
What have you done so far to optimize your site?	
Have you ever dropped or disappeared from search rankings?	
Who are your top three competitors, and why do you feel that they compete with your site?	
Do you have buyer personas?	
What is your most unique selling proposition?	
Why would a user come to your site versus a competitor? What makes you better?	
After a user visits your site, what do you want them to do next?	
Is your website integrated with social media?	
When (exactly) was your last site redesign?	
Is there anything you don't like about the website? What would you change, and why?	
Has anyone reported usability or functionality issues? (Example: Can't find contact form, submitted form but doesn't work etc.)	
In your opinion, did your last marketing company under-deliver on anything?	
Would it be useful to display content in another language?	
What are your customer's pain points?	
Is your website mobile-friendly?	
Does your site have broken links? If so, how many?	
Do you have a blog?	
Does your site have little to no content?	

Please contact us for more information.   (415) 814-5885 | smackhappy.com

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QUESTIONS	ANSWERS
Is important content on your website hidden?	
Is the main navigation/menu confusing?	
When is the last time you've updated your general content, products, or service offerings?	
Do you have a privacy policy? If so, is it easily found in the site's footer?	
Does it take awhile for your site to completely load?	
Is your most current logo on the website?	
Has your business recently adopted new goals?	
Does your website support your marketing strategy? Sales strategy?	
Is your bounce rate in GA (Google Analytics) higher than 40%?	
Do you get a lot of referral traffic (found in GA)?	
Do you see spikes or drops in traffic but receive no contacts, leads, or conversions?	
Is Google Analytics associated with your website?	
Is Google Webmaster Tools/Search Console associated with your website?	
What CMS (Content Management System) do you use? (Wordpress, Joomla, Drupal, Hubspot etc)	
Are the images on your website loading slowly? Or pixelated?	
What are your customer's pain points?	
Are you getting the results that you want?	
What value does your site bring to your audience?	

Voilà! This sheet can now be used as a brainstorming tool in your next marketing planning meeting or even handed over to an expert to help you **get the results you're looking for**.