Content and IA Questions

- Who is your target audience? Secondary audiences, if any?

- What goals do you want to accomplish with this site? What problems do you need the new site to solve?

- What tasks do users come to your site to accomplish? What information are they trying to find?

- What key messages or branding do you want to communicate to your audience?

- Who will be writing and/or collecting your content? How much staff time will there be for ongoing maintenance?

- How much of your content will you be writing from scratch? How much are you importing from your current site (or another source)?

- Do you have content outside of the site you want to incorporate? Social media, print collateral.

- Have you looked at your analytics to see which pages are the most visited on your site? If so, what trends have you found?

- How will you evaluate whether your site is successful? What are some specific metrics that would measure success?