

10 Mindful Questions

to help you determine if your organization needs new website

1. What are your current communication goals?
2. How might the site nest within that strategy?
3. Who are your users? What do they want/need from your website?
4. Empathizing with users, what have they said about the site? How does that contrast relate to what your organization sees as your responsibilities to them?
5. What do you find yourself being able to do on another site that you wish you could do on your site?

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6. What sites do you like and not like?

7. Do you have Google Analytics installed on your website?

8. What is working and not working about the site?

9. What's your current capacity to work and care for the site? How much capacity will you have in the future?

10. With that what are the internal needs for the site? Both for administrative users and integrations with other digital services.