

Does my Web site need a redesign?

General

- When was your Web site designed?
- How much has changed on your site since a major redesign was done?
- How much has your organization changed since a major redesign was done?
- Does your site help your organization achieve its goals?
- How could your site be improved to better serve your organization and its audience?

Style

- Are you happy with how your Web site looks?
- Have you recently gotten any compliments on how nice your Web site looks?
- Compared to other sites that you use frequently (not necessarily in the same industry) does your site appear outdated?
- Do the people in the photography look in-style? (haircuts, clothing...)

Content

- How much new content has been added since your site was last redesigned?
- Do you receive complaints or comments that users have trouble finding information on your site?
- Do **you** have trouble finding information on your site?
- Is there information that is crucial, or at least beneficial, to your organization's audience that is not on your site?
- Is there out of date information on your site?

Brand

- Has your organization undergone a rebranding effort since your Web site was designed?
- Does the “look and feel” of your site match the appearance that your organization wants to portray?

Technology

- Does your Web site utilize any Web technology, or is it primarily a static brochure site?
- Do you often have new information that could be delivered in a more effective way to your audience? (i.e. RSS feeds)
- Would your audience benefit from getting information from your site in audio or video format?
- Could you connect more effectively with your audience if you allowed them to post feedback or have discussions on your site?
- Does your audience require your site to be 508 compliant? (Rehabilitation Act for disabled users)
- Are there any processes that you currently do offline that could lower costs or generate more revenue by integrating it into your site? (event registration, online payment, donations, account management)