

# Focus On: Website Development

## 20 Questions to Guide Your Website

Your website is your public face AND your lead generation destination. It should be engaging and informative and support your unique story. A great website is able to communicate your brand consistently and play host to any decision-maker that comes through your doors. In a digital world, it is the most important asset you have.

Websites are multi-faceted—there are many considerations to make from navigation design, buyer journey, and SEO optimization to accessibility and compliance issues. Aligning web development best practices with your marketing goals ensures that you are getting top performance from your site.

If you're considering developing or redeveloping your website—or even managing it long-term—ask yourself these questions to determine your priorities.



### Strategy and Messaging

- 1 Who is your target audience—personas, motivations, and barriers? What questions will they have when 'shopping' for and evaluating your products or services?
- 2 What are your sales, marketing, and business goals, and what role does your website play in supporting your efforts? Is the site primarily a digital brochure? Do you need to drive and convert leads or directly close business for SaaS?
- 3 How do your competitors position themselves on their website and social media channels?
- 4 Does your current content align with your target audience, objectives, and lead generation goals, or do you need to create a new messaging strategy or content pieces?
- 5 How does your audience use search? Have you planned your content strategy to align with search engine optimization and user experience?
- 6 Do you have a visual brand identity to inform design decisions on your website? Does it align with your company messaging and goals?



## Performance

- 7 How will you measure success of your website? What metrics do you need to measure to be in line with your stated goals? Are your optimization efforts really contributing to the success of your digital strategy?
- 8 Does your site load fast enough for favorable SEO rankings? If not, are there any third-party resources you can offload bandwidth to in order to speed up your site (Video platforms, CDN, etc.)?
- 9 Does your company observe software development best practices such as multiple environments, limiting the use of proprietary code, and leveraging your CMS in the best way possible?
- 10 Are you compliant? Do you have a legal resource to ensure that your privacy policy is up to date? Do you need to comply with GDPR, CCPA, CPPA, or ADA?
- 11 What specialized functionality is necessary (search or filtering ability, gated asset pages, form and data collection, marketing tag implementation, integration with other systems such as Salesforce or HubSpot, etc.)

By addressing any number of the above items, your digital presence will reap immediate benefits. Web development can be a technical process, so finding the right specialists to structure and maintain your site is often a worthwhile investment. Your website is the face of your company and it deserves to be optimized for success.

**Is your website in need of a refresh—or simply some optimization and management?**

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## Security

- 12 How secure is the codebase of your website? What proactive measures does your hosting company have in place in case of security incidents?
- 13 Who has access to the management of your site? Does anyone need to be removed? Do you maintain and follow a documented process for administrator change management?
- 14 How often is the underlying software powering your site audited/updated? Who is responsible for performing these updates?
- 15 Do you have real-time monitoring of your online presence in place?
- 16 Is your site backed up on a routine basis?



## Business Continuity

- 17 Do you have a plan for personnel turnover if the person or organization responsible for the day-to-day operations of your website leaves unexpectedly? How knowledgeable is your backup resource about the concepts and technologies?
- 18 What happens if your site goes offline? Do you know who to call that can investigate the issue? Do you have a failover solution and someone assigned to manage the redundancy?
- 19 How well do you know your hosting company? Do they specialize in the underlying technologies powering your online operations? How responsive are they?
- 20 Who manages your DNS? Who can make updates in case of emergency?

**ABOUT MAGNETUDE:** Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals.

The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.



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