

About you and your website

* Required

1. The name of your organization or business. *

.....
.....
.....
.....
.....

2. Your website URL. *

.....

3. What kind of organization or business are you, and how large is your current or potential audience?

.....
.....
.....
.....
.....

4. Who are your primary and secondary audiences?

.....
.....
.....
.....
.....

5. If you are member-based, how many members do you have?

.....
.....
.....
.....
.....

6. What are your organizational or business goals, and how does your website support them? *

.....

.....

.....

.....

.....

7. What role does your site play in your marketing or communication strategy?

.....

.....

.....

.....

.....

8. What are the top 5 things your site should be accomplishing?

.....

.....

.....

.....

.....

9. Is your site meeting your goals? If not, where are the gaps? (Please be specific.)

.....

.....

.....

.....

.....

10. Is there anything your site can't do that it should?

.....

.....

.....

.....

.....

Technical Questions

11. Do you have Google Analytics installed on your site?

.....

.....

.....

.....

.....

12. If you do, how often do you monitor your statistics?

.....

.....

.....

.....

.....

13. Do you use your statistics to guide you in making changes to your site or your social media strategy?

.....

.....

.....

.....

.....

14. Is your site built on a content management system?

Mark only one oval.

- WordPress
- Drupal
- HTML
- Other:

15. When was your site developed?

.....

16. Are you planning to make any changes to your site?

.....
.....
.....
.....
.....

17. Who is your web hosting company?

.....

Outreach

18. What social media are you using?

Check all that apply.

- Facebook
- Twitter
- LinkedIn
- Other:

19. Do you use advertising?

Check all that apply.

- Google ads
- Facebook ads
- Print
- Other:

20. Do you communicate with your audience in any other ways?

Check all that apply.

- Email newsletter
- Print newsletter
- Twitter
- Blogging
- Other:

21. How often do you add new content to your site?

.....
.....
.....
.....
.....

22. If you send an e-newsletter, what is the approximate size of your mailing list, and how often do you send one?

.....
.....
.....
.....
.....

23. Have there been any events in the past 3 months that might lead to increased traffic to your site (campaign, event, news release, media coverage, unusual social media activity, etc)

.....
.....
.....
.....
.....

