- Why do you need to redesign your website?
- What need or business goals do you have for your website that aren't being met by the current version?
- What goals do you want your website to achieve?
- What is the function of having a website for your brand?
- What will visitors accomplish on your website?
- What kind of website does your brand need?
- Who is the website for?
- How will you measure success?
- What image, look, or feel do you want your brand's website to portray?
- When analyzing your competitors' sites, what do you like and not like about their websites?
- What's your budget?

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