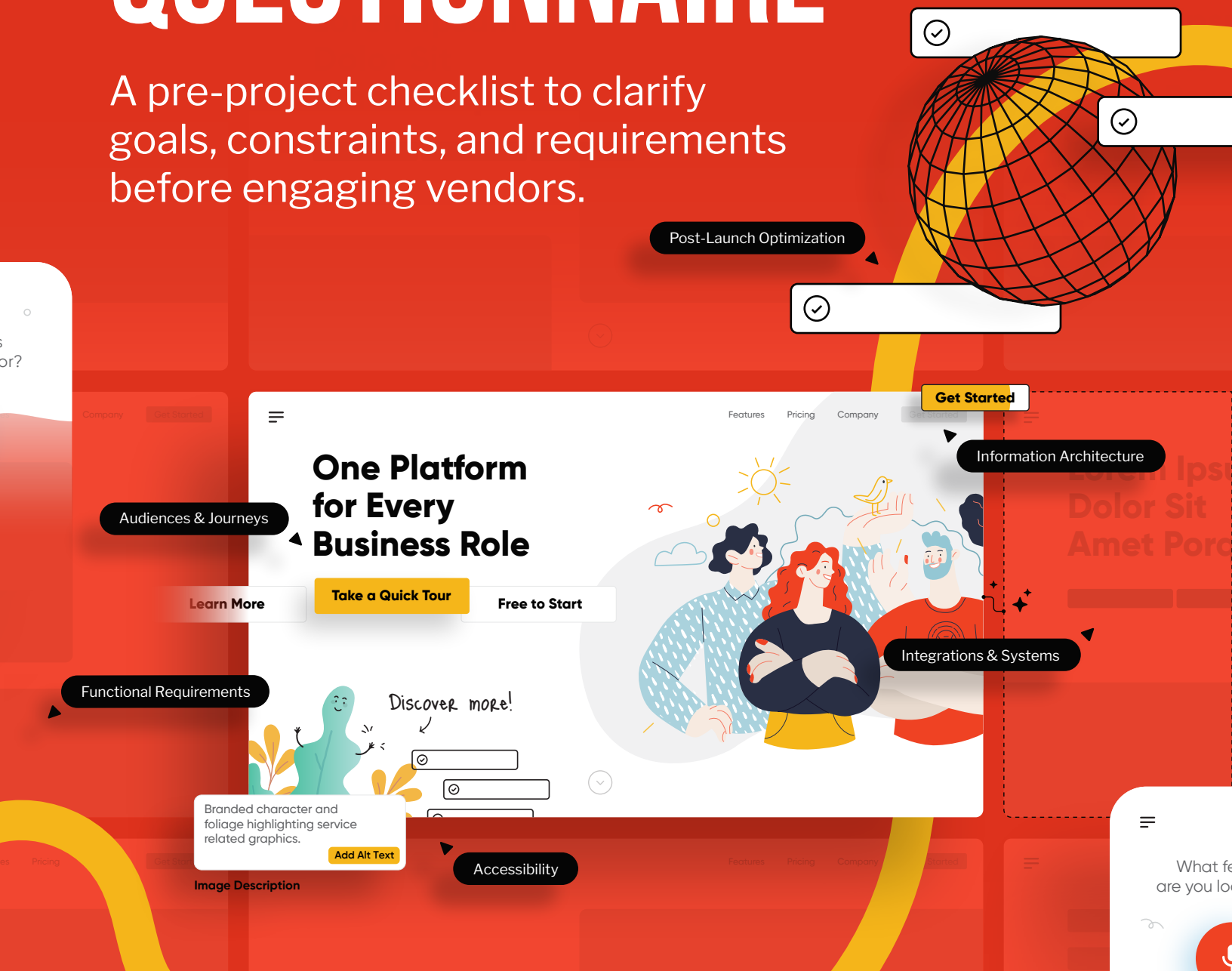
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WEBSITE REDESIGN READINESS QUESTIONNAIRE

A pre-project checklist to clarify goals, constraints, and requirements before engaging vendors.



How to Use this Questionnaire

Most website projects that run over budget or miss their goals have one thing in common: the requirements weren't clearly defined before work began. This questionnaire is designed to fix that.

Use this as a working document to align stakeholders before development begins. Work through each section thoughtfully, answering what you can, identifying gaps, and capturing owners where follow-up is needed.

The goal isn't to have every answer right away. It's to bring clarity to your priorities and requirements before the project starts.

Tip:
Mark each item as Answered, TBD, or Not Applicable, and assign an owner wherever additional input is needed.

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01.

Project Snapshot

- [ ] What is the project's one-sentence purpose statement?
- [ ] What is the target launch window (or key dates driving it)?
- [ ] Is a budget range established, and how flexible is it?
- [ ] Which stakeholders must approve scope, budget, and timeline changes?
- [ ] Is this a single site or part of a multisite/multibrand ecosystem (brands/divisions included)?
- [ ] Which regions/markets (and languages, if relevant) must the site support?

02.

Business Context & Drivers

- [ ] What is your primary industry, and is your business B2B, B2C, DTC, or hybrid?
- [ ] How does the website support your broader business strategy today (demand gen, revenue, service, partner enablement, etc.)?
- [ ] What prompted this initiative, and what key problems/limitations are you aiming to address?
- [ ] What business risk exists if the site is not redesigned or modernized?
- [ ] Have there been previous redesign attempts? If yes, what did you learn and what would you avoid repeating?
- [ ] What internal pressures are influencing this project (growth, compliance, tech debt, rebrand, platform changes, etc.)?

03.

Objectives & Success Criteria

- [ ] What are the top business objectives for this project, and which one is the most critical (nonnegotiable)?
- [ ] Are objectives aligned across marketing, IT, sales, and leadership? Where is alignment missing?
- [ ] How will success be measured at 30, 90, and 180 days post-launch (include primary KPIs and targets, if known)?
- [ ] What qualitative indicators matter (usability, confidence, internal adoption, reduced support burden, etc.)?
- [ ] What would constitute failure, and what tradeoffs are acceptable if everything can't be achieved?

04.

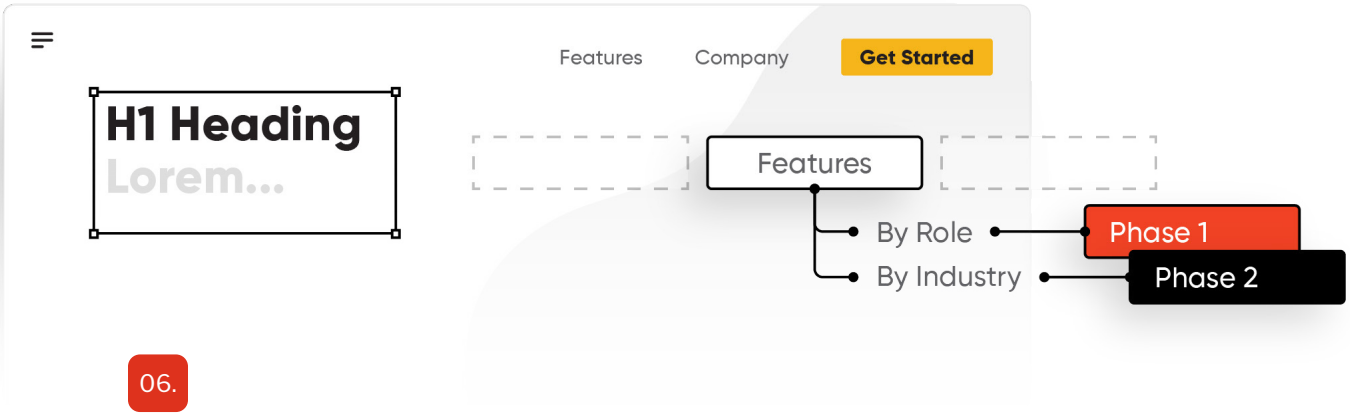
Audiences, Journeys, & Experience

- [ ] Who are your primary audience segments (and secondary/tertiary segments)? Include any internal audiences (employees, partners, distributors, etc.).
- [ ] What problems, questions, and concerns do those audiences bring that the site must address quickly?
- [ ] What are the most critical user journeys, including any that are currently broken or missing?
- [ ] Do different audiences require different experiences (segmentation), and is personalization needed at launch or later?
- [ ] If personalization is planned: what data would drive it, and what legal/privacy/governance constraints apply?

05.

Content Strategy & Information Architecture

- [ ] Is the current navigation effective? Where do users struggle to find information?
- [ ] How much content exists today, and what portion is accurate/relevant? What content is outdated or redundant?
- [ ] What content performs well today, and what important content is missing (including questions that sales/support repeatedly answer)?
- [ ] Who owns content creation, approval, and ongoing maintenance post-launch?



06.

Functional Requirements

- [ ] What must users be able to do on the site? (List core tasks and outcomes.)
- [ ] Which features are required at launch vs. acceptable to phase in later?
- [ ] Are there authenticated or role-based experiences (portals, partner areas, gated content, etc.)?
- [ ] What forms are required, and are any multi-step or conditional?
- [ ] Is on-site search required? What content types must be searchable?

07.

Ecommerce (if applicable)

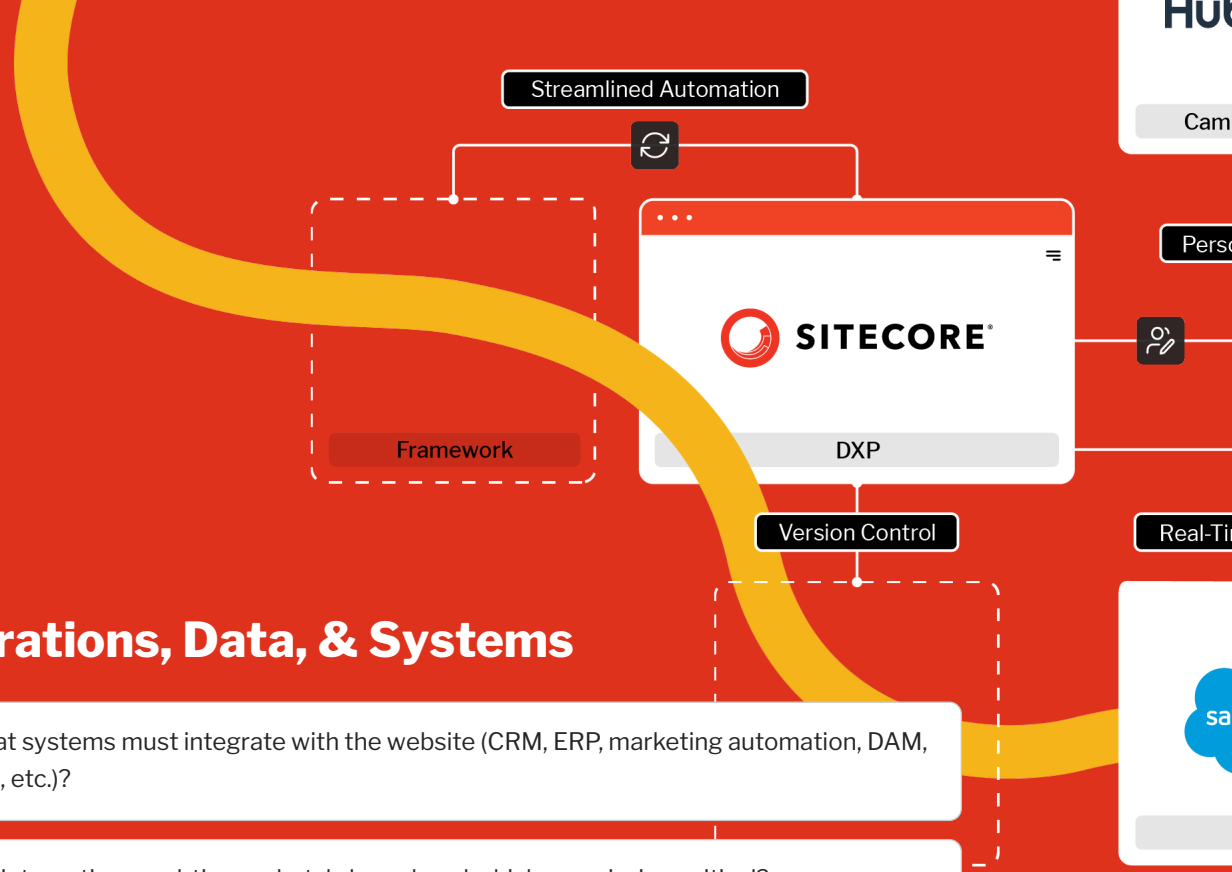
- [ ] Is ecommerce part of the redesign? If yes: what products/services are sold online?
- [ ] Is pricing public, gated, customized, subscription-based, or recurring?
- [ ] What ecommerce limitations exist today, and are capabilities centralized or managed by regions/business units?

08.

Platform & Technical Architecture

- [ ] What CMS/platform are you using today, why was it selected, and what limitations are you experiencing?
- [ ] Is a future platform already selected? If not, are you open to recommendations
- [ ] What criteria will determine platform fit (security, authoring, scalability, integrations, cost, governance, etc.)?
- [ ] How should the platform scale over time (traffic, content volume, brands, regions, features, etc.)?





09.

Integrations, Data, & Systems

- [ ] What systems must integrate with the website (CRM, ERP, marketing automation, DAM, PIM, etc.)?
- [ ] Are integrations real-time or batch-based, and which are mission-critical?
- [ ] Where do data quality issues exist today, and who will own integration health and data quality post-launch?
- [ ] Are there legacy systems that must eventually be retired as part of this initiative?

10.

SEO, Analytics, & Performance

- [ ] Who owns SEO internally, and has the site been audited for SEO?
- [ ] Which pages/keywords are business-critical, and what is the current SEO performance baseline?
- [ ] Who owns analytics governance/data definitions, what tools are in place, and are goals/events configured correctly?
- [ ] What data do stakeholders not trust today (or can't access), and why?
- [ ] Any known bottlenecks, SLAs, or region-specific performance expectations?

11.

Accessibility

- [ ] What accessibility requirements apply (e.g., WCAG level), and has the site been audited?
- [ ] Are there known accessibility risks/complaints, and who will own compliance post-launch?

12.

Compliance, Privacy, & Legal

- [ ] What regulatory requirements apply (HIPAA, PCI, GDPR, etc.) and what privacy considerations are in scope?
- [ ] Are legal/compliance teams involved, and what approvals are required before launch?

13.

Governance, Roles, & Responsibilities

- [ ] Who is responsible for key workstreams (design, content migration, SEO, performance QA, launch, etc.)?
- [ ] Who owns project communications and stakeholder updates, and who has final approval authority?
- [ ] How are conflicting stakeholder opinions resolved, and what decisions are locked vs. still open?
- [ ] How are brand/content/experience standards enforced, and who owns the design system/shared components (if applicable)?

14.

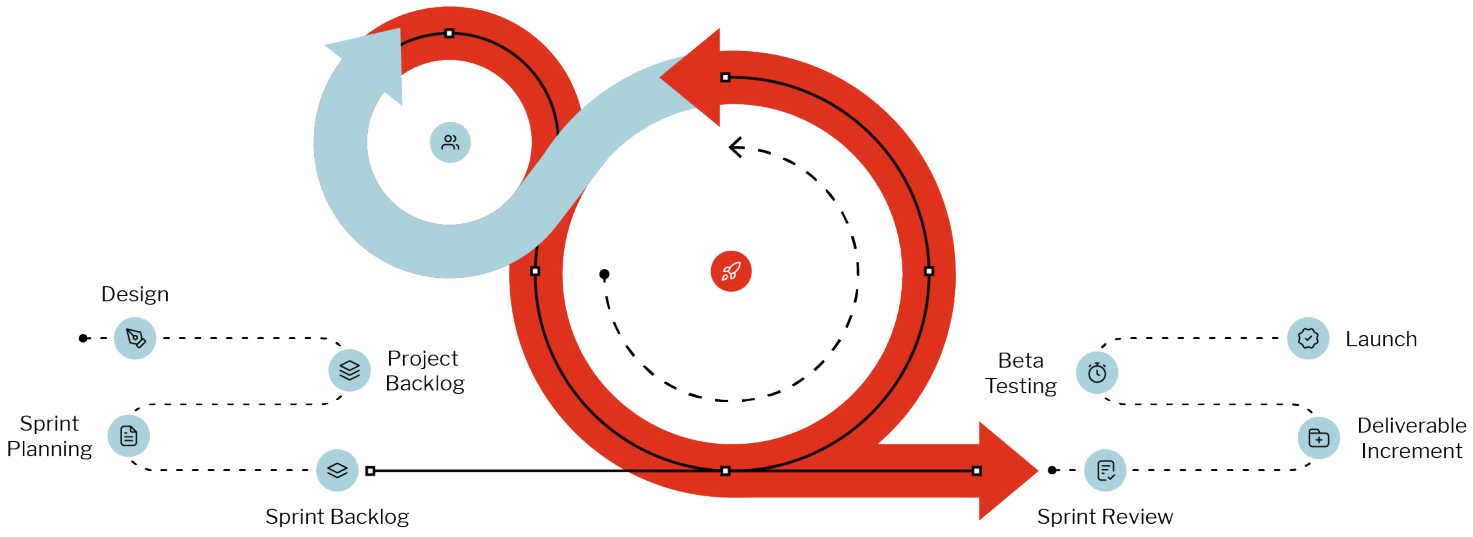
QA, Security, & Testing

- [ ] What testing is required (functional, performance, accessibility, cross-browser/device, etc.), and who is responsible?
- [ ] What environments exist (dev, staging, UAT, etc.), and what constitutes “ready to launch”?
- [ ] Is security or penetration testing required, and are there automated testing requirements?

15.

Launch Planning & Risk Management

- [ ] Is a phased/soft launch required? What rollback plans exist if issues occur?
- [ ] What risks/constraints could jeopardize success (dependencies, blackout periods, business-critical dates, etc.)?
- [ ] What has gone wrong in past launches that you want to prevent this time?



16.

Training, Enablement, & Change Management

- [ ] Who needs training post-launch, what training is required (CMS, workflows, SEO, etc.), and in what formats?
- [ ] How will training effectiveness and adoption be measured?
- [ ] How will this redesign change daily workflows, which teams will be most impacted, and is there internal resistance?
- [ ] What change management activities are planned (communications, documentation, rollout, champions, etc.)?

17.

Post-Launch Operations & Optimization

- [ ] Who owns the site after launch, and how are bugs/enhancements prioritized?
- [ ] Is there a roadmap for continuous improvement, and how are learning captured and acted on?

18.

Areas of Uncertainty & Readiness

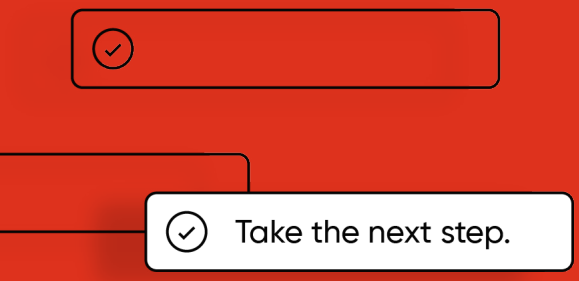
- [ ] What decisions are still unclear, and where do most want expert guidance?
- [ ] What assumptions are being made, and which risks are hardest to assess?
- [ ] What questions are you not sure how to ask yet (or what feels missing)?
- [ ] How prepared is your organization to proceed, what alignment is still required, and what does “ready to proceed” look like internally?

YOUR REQUIREMENTS ARE CLEARER. YOUR WINDOW TO ACT IS NOW.

Organizations that define requirements before selecting a vendor complete website development projects 30–40% faster and are significantly less likely to face scope creep, budget overruns, or missed deadlines.

You've taken the first step. The next one is choosing the right partner.

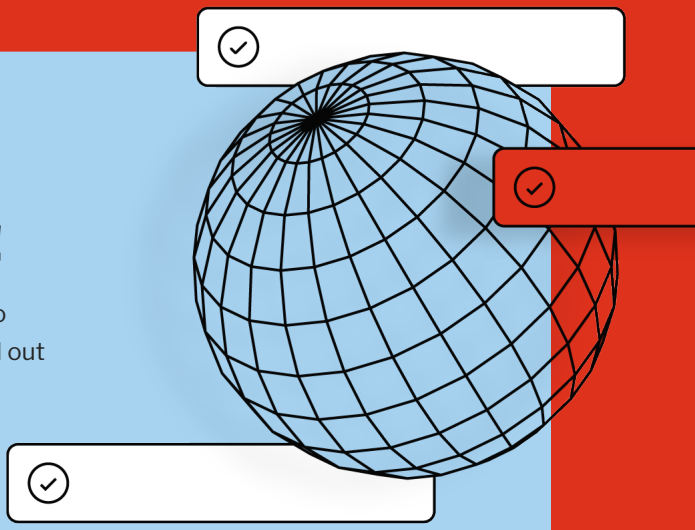
Americaneagle.com specializes in enterprise website strategy, development, and optimization—with deep expertise across all major platforms, tools, and technology.



Ready to move forward? Let's talk about your project!

Schedule a conversation with one of our digital strategists to walk through your goals, timeline, and requirements and find out how Americaneagle.com can help bring your vision to life.

Schedule a Conversation



Don’t just grow, soar.™

Americaneagle.com is a full-service, family-owned digital agency that has been dedicated to providing best-in-class web design, development, hosting, post-launch support, and digital marketing services for over 30 years. With a global team comprised of 750+ skilled professionals and subject matter experts, Americaneagle.com focuses on achieving measurable results and exceeding goals for all of our clients. Thanks to our flexibility and expertise in a wide range of online services, we have the capabilities to handle any business at any size, from start-ups to Fortune 500 companies, professional sports teams, government organizations, small online storefronts, large multi-channel retailers, and more.

For additional information, **visit www.americaneagle.com.**

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