

# WEBSITE STRATEGY GUIDE

## THE PURPOSE OF THIS GUIDE

The purpose of this guide is to help you answer this question: **What do we need to know to make your website a success?**

## THE PURPOSE OF A WEBSITE

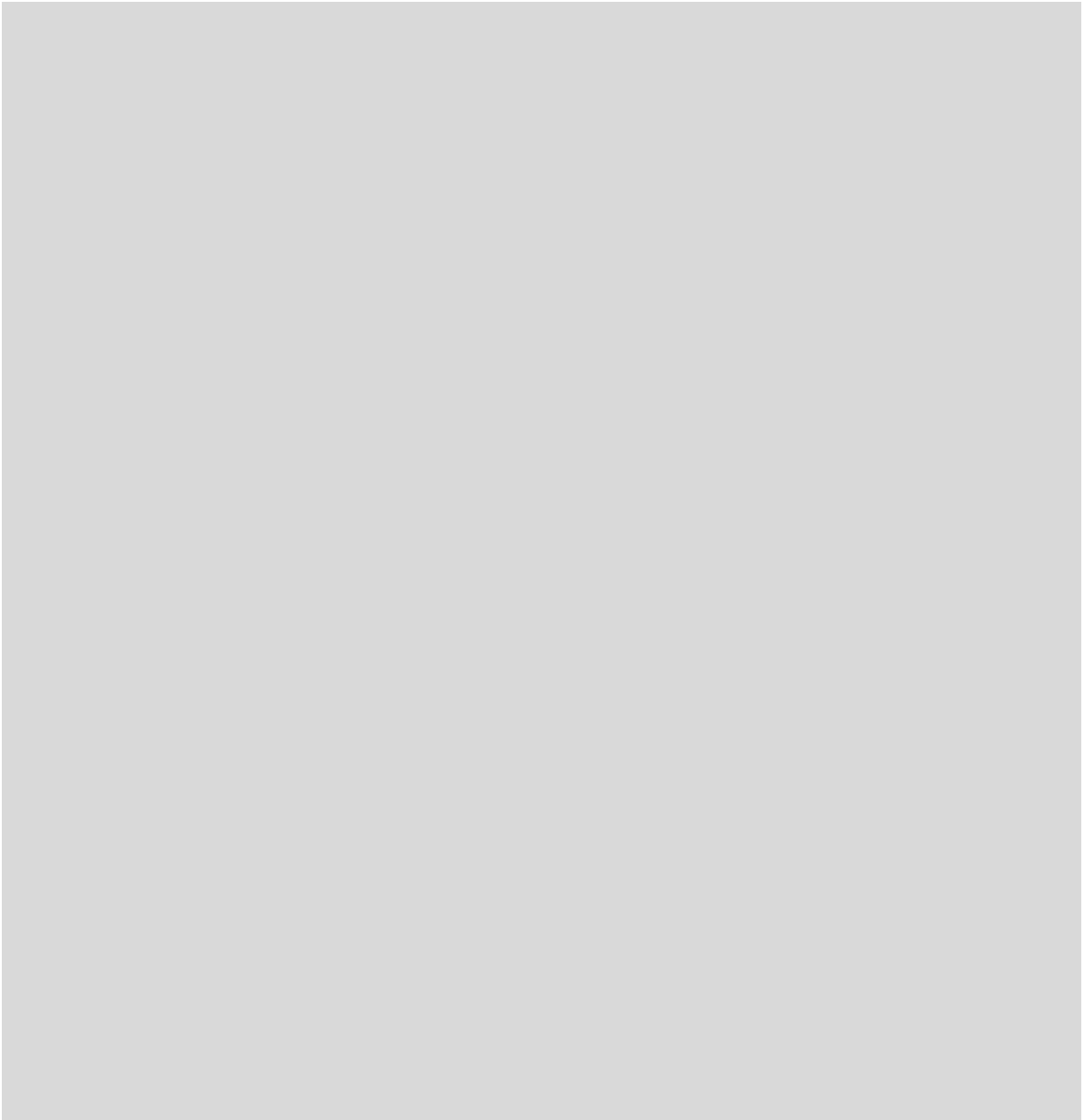
A website has only one purpose: to cause action. Action can be mental or physical. In order for a person to act, he or she must (1) have a reason to act and (2) be able to act. Keep this in mind as we talk about the strategy for your website.

## QUESTIONS

The discussion questions below are designed to facilitate collaboration and determine how we can make your website a success. Answers to these questions will guide the entire website project.

*Note: Answers to these questions should be practical and useful, not just theoretically interesting.*

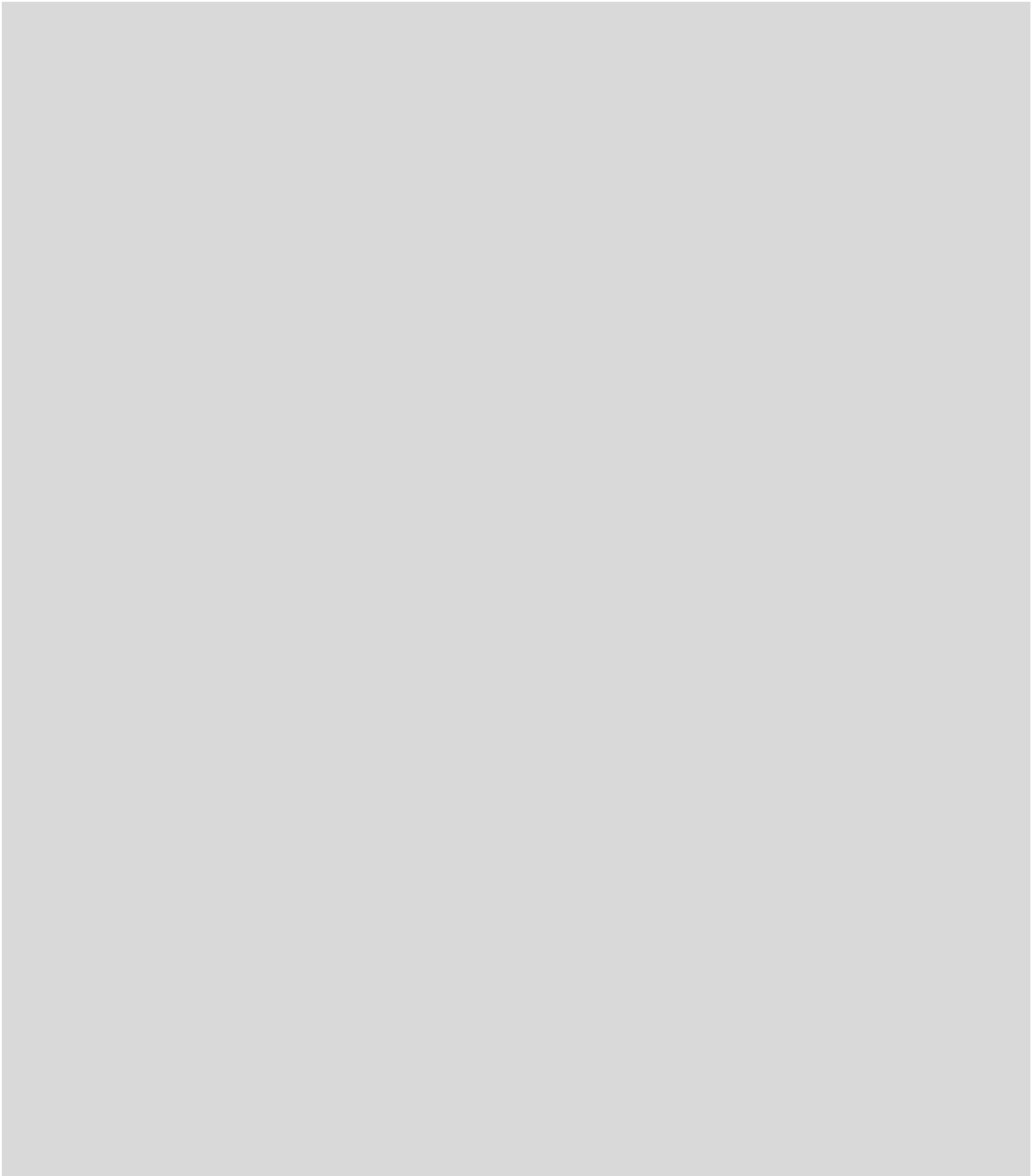
## 1. Why do you want a new website?



### Possible Follow Up Questions:

- What actions do you want members to take? Why?
- How does your current website contribute to your goals?
- How should the new website contribute to your goals?
- If you could have just one breakthrough related to your website, what would it be?

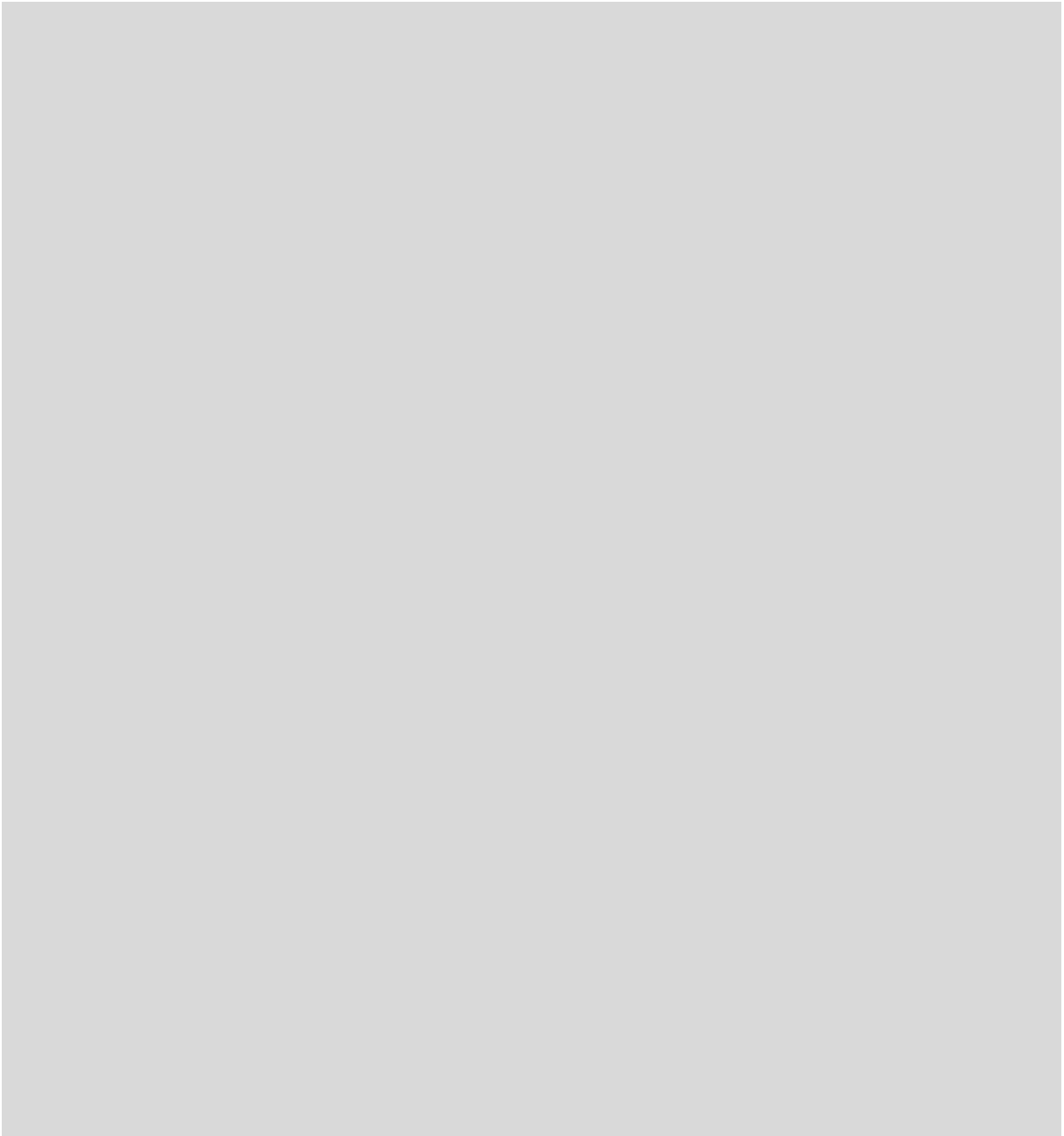
## 2. Why does your credit union exist?



### Possible Follow Up Questions:

- Your website is simply an extension of your credit union. Therefore, why should your website exist?

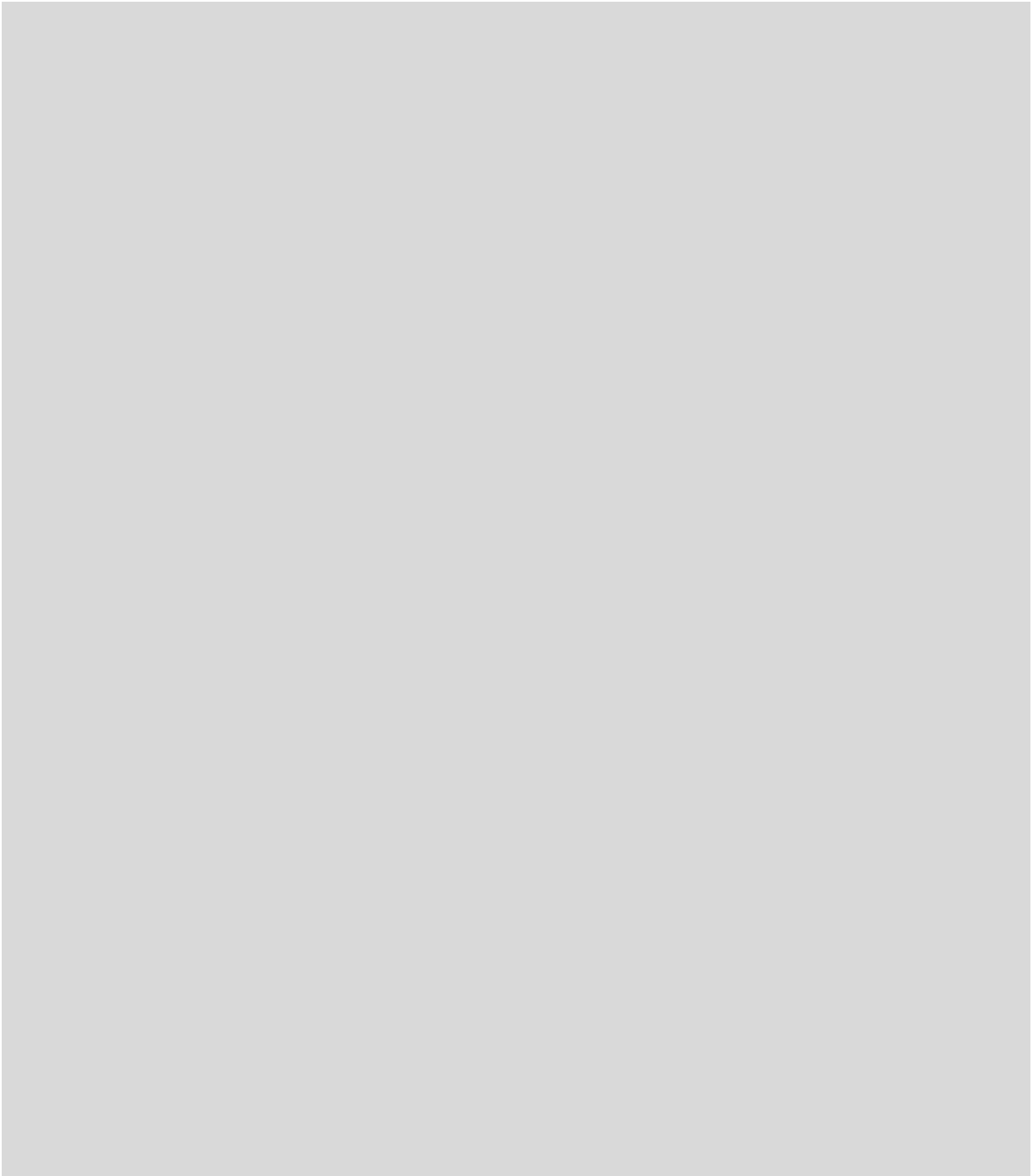
### 3. How do you measure the success of your credit union?



#### Possible Follow Up Questions:

- What is success for an individual member?
- What is success for the credit union as a whole?
- What metrics do you use to measure success?

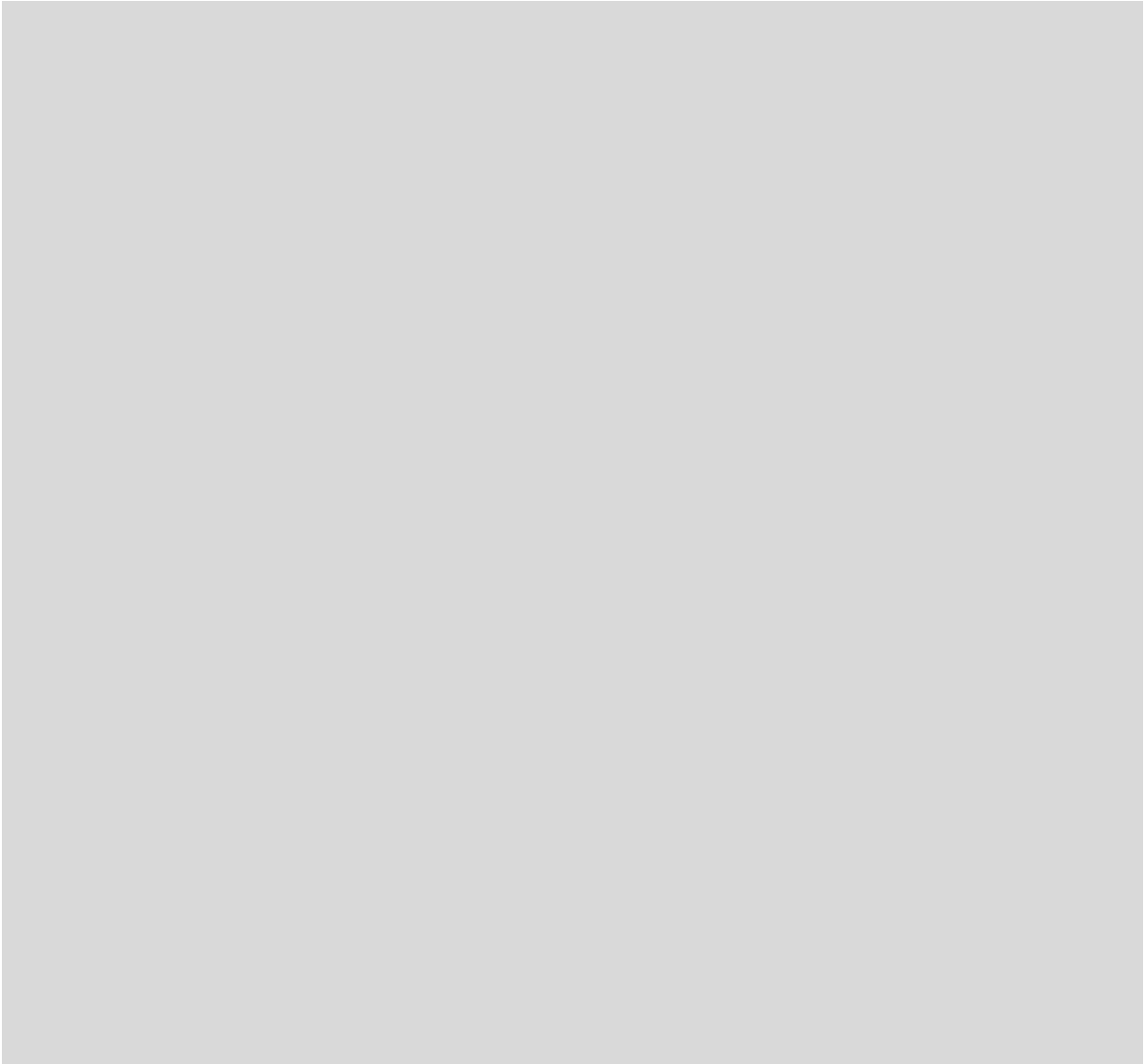
**4. Who are your members? Why do they use your website?**



**Possible Follow Up Questions:**

- Describe your credit union's biggest fan?
- Tell a story about when your website helped a member achieve an important goal.

**5. What makes your credit union special? Why should someone choose your CU over alternatives?**



**Possible Follow Up Questions:**

- What do members like most about your credit union?
- Describe a memorable experience your credit union created for a member.
- Is your credit union better, faster, or cheaper?
- Who is your #1 competitor in the community?
  - How do they compete with you?
  - Why would someone choose them over your credit union?
  - What's the the biggest reason people choose your credit union over them?