

So you need a website...great!

So I can help you to the best of my ability , please answer the following questions so that you and I will be much clearer about what you want and need...

1. Why do you want to have a new website, or have your current site redesigned?

2. What will happen if you don't have a new website, or have your current site redesigned?

3. Please describe your organisation/business in a couple of sentences.

4. What is there about you, your business, and your background that sets you apart from your competitors? What's special about you?

5. What problems do your prospects have that your business solves?

6. Why do you believe visitors should do business with you rather than your competitors?

7. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

Your New Website

Please answer the following questions so that you and I both get clear on what you want!

Main Details:

Company Name: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Other Contact Details: _____

Domain Name Registered: Yes No

Domain Name: _____

Registrant: _____

Desired Domain Name if none: _____

Have Current Website: Yes No

Website Address: _____

Hosting Company: _____

How do you currently update your site you have one?

The Nitty Gritty

What is the main purpose of your website:

- Online Billboard
- Ecommerce
- Education
- Bookings
- Blog
- Other: _____

Examples of Websites you like the look of and why:

1. _____
2. _____
3. _____

Websites that do DO NOT like the look of and why:

1. _____
2. _____
3. _____

Can you describe the look and feel you have in mind for your site:

Do you have any direct competitors that you need to be better than?

What/who is your audience? _____

Website Build

What does this site need to do for your customers:

List the main pages that your site will require:

List any specific features your site needs:

- | | |
|--|--|
| <input type="checkbox"/> Calendar | <input type="checkbox"/> Ecommerce/online payments |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Social media integration |
| <input type="checkbox"/> Booking form | <input type="checkbox"/> Sales/optin pages |
| <input type="checkbox"/> Membership login: | <input type="checkbox"/> Database/email marketing |
| <input type="checkbox"/> Google map | <input type="checkbox"/> Video |
| <input type="checkbox"/> Photo gallery/portfolio pages | <input type="checkbox"/> Domain emails |
| <input type="checkbox"/> Google analytics | <input type="checkbox"/> Other _____ |

Content - Do you have:

Company Branding & Colours

Company Logo

Images

Video

Copy

Do you need Graphic Design, Copywriters & Photographers? Yes No

Do you need stock photography? Yes No

Finally...

Timeframe - ideally when would you like your website up and running by?

Budget - Do you have one for this project?

Who will maintain the website?

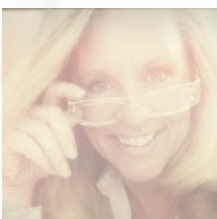
- You (training to be included)
- Me (Maintenance Program)
- Someone else

Do you have a plan for ongoing online and social media marketing?

The Next Step

Thank you for your information, with your input we can put together a list of recommendations, pricing and a time schedule for the completion of your brand new amazing website.

Warm regards, and chat soon,



*Nicole
Vlug*