

Questions to ask when creating a Website

Whether you are creating a new website from scratch or redesigning an old one you need to have a clear vision of what you want to achieve. This sheet will help you clarify your thoughts so that we can create the best website for your business. If a question does not apply ignore it! The more effort you put into this exercise and the earlier you think about your answers in the design process the better. Saves time and money!

Goals

Write a short description of your business. Describe what you offer, to whom and why they should choose you?

What are the features and benefits of your products and/or services? Is the company local, regional, national or international? What areas do you want to specifically appeal to?

Do you have a tagline? If so, what is it?

What is the purpose of your web site?

Here are some common reasons for having a website: (check as many as apply)

To provide information about services and/or products.

To build familiarity - name/brand awareness

To develop a list of qualified prospects

To sell a product (E-commerce)

To encourage clients/prospects to contact you

Other:

What would you like to accomplish with it? What will determine its success? (Enquiries, products bought, visitors etc)

Target Audience

Who is your target market? (Age, gender, locality)

Who are your competition?

When people visit your site, what do they want? (check as many as apply)

Information about a topic

Information about your products, services or organisation

To be entertained

To buy a product

Other:

Image & Style

The graphic design and colour scheme of your web site will communicate volumes to the visitor about you and your business.

What IMAGE do you want to project? (check as many as apply)

Traditional	Contemporary	Conservative	Cutting edge	Formal	Casual	Serious
Friendly	Corporate	Personal	Expensive	Affordable	Other.....	

What STYLE do you want to communicate? (check as many as apply)

Serene	Spiritual	Powerful	Professional	Classic	Elegant	Funky
Ethnic	Natural/Organic	High tech	Fun	Flashy	Muted	Energetic
Down to earth	Mellow	Comforting	Romantic	Sensual	Authoritative	Delicate
Historical	Festive	Other.....				

Do have any existing graphics or promotional materials? Yes No

Do you have a logo? Yes No

Do you have photos that you wish to use on the web site? Yes No

Content

Do you have an outline of the content for your site? Yes No

Is the content written? Yes No It's in process

Do you need help in developing, writing and/or editing the content for your web site? Yes No

If your site outline is done, how many sections do you have, and about how many pages in each section?

(One web page equals approximately one A4 sheet of paper with double spaced type.)

If you are selling products, how many will be on your site?

What keywords would someone type into a search engine to find you? (This is really important to think about)

Functionality

What special functions will you need for your web site? (check as many as apply)

Mailing list for email newsletters

Mailing list discussion group

Message board or forum

Blog

Contact, subscription, survey or feedback forms

Shopping cart Merchant account

Password protection for certain pages/client only pages

Music clips Video clips

Other:

Promotion

Do you have a marketing/promotion plan for your web site? Yes No In process

We can help you develop one, or give you lots of ideas on doing it yourself.

Do you have plans for updating the content of your site or for an email newsletter? Yes No

(Regularly updating the content of your site gives visitors a reason to return.)

Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your web site to be launched?

Have you registered a domain name? Yes No

If you have, what is it?

If not, we can register a name for you.

Have you decided on a hosting company? Yes No

If not, we can recommend a number of hosting companies.

Do you plan to maintain and update your own site? Yes No Maybe

Would you like us to do that for you? Yes No Maybe

Other Web Sites

Please list a few web sites that appeal to the same target audience, or that communicate an image or style similar to what you would like.

Please list some of your competitors' web sites, if you know of any.

Let us know what you like and don't like about some of these sites.

Are there any related websites that provide services or information useful to your target audience. Or trade associations/associated companies. Reciprocal links with these sites will be beneficial to both your customers and your ranking.

Kate, please contact me about our website.

Name:

Company Name:

Email Address:

Current web address, if any:

Do you appear high in the rankings?

POST to: Designsweet, 5 Lexden Grove | Colchester | CO3 4BP

FAX to: 01206 752263

or CONTACT me by phone: 07900 397789

