

# Project Planner

Thanks for contacting me! I appreciate your inquiry and am excited about speaking more with you about your project. Please take a moment or two to answer the questions below as best you can. Yes, I know filling out questionnaires like this one can be a little tedious, but believe it or not, most clients find that answering the following questions really gets them thinking about what they really want to achieve with their new website. I don't expect a novel. Just answer the questions to the best of your ability, and skip any questions that don't pertain to your project. Any and all information you can provide at this point will give me more insight into what I can do for you and allow me to provide you with a more accurate quote. Ready?

## **First, Let's get some background info:**

Name

Title

Company Name

Mailing Address

E-mail address

Your budget dictates how much time we can devote to your website. What are you looking to spend to achieve your vision?

How would you describe your technical abilities? (No need to be embarrassed, I'll help you through the process regardless of your computer know-how.)

**Ok, now tell me about your business:**

What is the nature of your blog/business? (i.e., nonprofit, academic, startup, personal/individual; industry; years in business; mission statements, goals, manifestos.)

Who is your target audience? (age, sex, occupation, etc.)

What makes you different from your competitors?

What impression do you want people to have of you through your website?

If you have one idea that you want to impress upon your audience/customers, what would it be?

Do you already have a logo design? Are you able to provide that design in a VECTOR (.eps or .ai) format?

What is your tagline? (Or, if you do not have a tagline, please sum up your business in one sentence)

Is this project a redesign of a current website or a brand new website? If you already have an existing website, what is the URL?

**If you already have an existing blog/website, tell me a bit more about it:**

What aspects of your current site work well and why are they successful?

What's not so great and why do you think that is?

Are there specific things you know you want to change and/or keep about your existing site?

Do you currently have a hosting plan, if so, who is your host and which package do you have?

If you currently have a domain name, where is your domain name registered?

What is your average monthly traffic/pageviews and bandwidth usage? (if you don't know, it's okay.)

If you currently have a blog, how many posts do you have? How many comments?

**Let's talk about what you need me to create:**

What goals are you looking to achieve with your new website?

What do you imagine people using your site for? What will they want to do there?

How many pages will your site need? Please provide a basic site map outlining the pages/ subpages and sections you will need on your new site. If you are needing an ecommerce site, please include your shop categories/subcategories as well.

ie:

Home

About

Contact

Recipes

--- Desserts

--- Dinners

Press

Privacy

What do you want on the main/home page of your website? When a visitor first comes to your site, what do you want them to see and what do you want them to do (ie: browse recipes, purchase a product, sign up for a service)?

Do you require a website that you can edit and add content? What type of content do you envision needed to add or edit in the future?

Do you want to sell any products online?

Will you have any advertising on your website? If so, how many ads and what sizes?



Any other special features or requirements? (Please feel free to reference other websites that may utilize a particular functionality you'd like.)

Please describe the overall look/feel you are wanting, in terms of colors, general aesthetics, mood, etc. (Again, feel free to reference other websites.)

What sites do you feel have great design that could inspire this project? (Feel free to be specific, listing what you do/don't like about each example site.)

**So you want an e-commerce site, eh?**

(skip this section if you are not needing an e-commerce site)

How many products do you anticipate having?

How will you be accepting payment through your site?

If you will be accepting credit cards, do you already have a merchant account/payment gateway and through whom? (ie: Paypal Payments Pro, ProPay, Elavon, your bank, etc.)

Any specific features or functionality you'd like on your new site? (ie: wishlist, wholesale, featured items, gift certificates, etc.)

And just out of curiosity, where did you hear about me?

**What'd I miss?**

Please add any information that you feel is relevant to providing you with a timely and accurate quote, and that will leave me with the best overall picture of what you want to accomplish with your website.

Whew! Now that we have that out of the way, please save this document using your company as the filename (eg: widgetsinc.doc) and email it and any attachments you deem pertinent (outlines, imagery, etc.) [megan@meganburleson.com](mailto:megan@meganburleson.com). I will review it and get back to you as soon as possible.