



**Axiom Tech Group**

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# Project Planner

The idea of this planner is to help you provide the information needed to give an accurate quote for the requirements of designing and developing your website. If there are any areas or questions that you don't feel are relevant or to which you have no answer, don't worry, just leave them empty for now.

Please email the completed document to [hosting@axiomtechgroup.com](mailto:hosting@axiomtechgroup.com), we'll look it over, put together a proposal and try to get back to you within 48 hours.

This planner is meant to be a preliminary brainstorming session for you and to also help us understand what exactly you are looking for, what your objective is and what your goals are. It is also meant to bring up some topics that you might not have thought about or didn't know where possible.

Don't feel the need to answer everything, and don't feel limited. If you have some examples of work out in the world that would visually describe what you are thinking or have websites you enjoy the look of, feel free to include those in the planner as well.

We thank you for your time and consideration.

Lets get started!

# Your Company

**Your Name and Email.**

**Company Name and URL of current site if you've got one.**

**What does your company do? What products or services do you offer?**

**Why do you want a website or a redesign?**

**Who is the lead on this project? Who will emails, questions, phone calls be directed to?**

**What is your time frame for completion?**

**Who will be maintaining the site? Do they have any HTML or CMS experience?**

# Your Audience

**Briefly describe your customers.**

**What income and education level are your customers at?**

**What gender are your primary customers?**

**What age are your primary customers?**

**What types of computers do your customers use? Old, new, Mac, Mobile, etc...**

**What problems do your customers have that you hope to solve?**

**Why do business with you instead of your competitors?**

# The Competition

**Who are your competitors?**

**Have you researched them online? What do they do well on their website? Poorly?**

**Name at least three of your competitor websites.**

**Name at least three unrelated websites you like the design of.**

**What keywords do you think people search to find you or your competitors?**

# Design

**Describe your ideal website? Is it modern, minimal, textured, bright, etc...**

**Do you currently have branding guidelines in place?**

**Do you have a logo and is it a quality representation of your company?**

**What do you know you absolutely do not like? Specific colors, large fonts, etc...**

**List at least three websites that you like the design of (but not necessarily the layout).**

**Do you think you will need a mobile version of your site (responsive design)?**

# Extra Features

**What is your budget for this project? Please provide a high and low end.**

**Do you have a hard deadline the site must be completed by?**

**Do you have a sitemap or tree of links for your site?**

**Do you need advanced content management functionality? User levels, search, forms, etc.**

**Do you already have content for the site or will it be ready by design time?**

**Are you selling anything?**

# Growing Your Site

**How do you plan on getting people informed about your site?**

**What phrases would you search to find your site?**

**Do you have any plans of spreading knowledge of your site?**

**Do you already have your social network accounts registered?**

**How often do you plan on writing content or blog posts?**

**Do you have any partners or clients that would be willing to write or trade testimonials?**

# Post-Launch

**How often will you update the site after it is live?**

**Will someone be in charge or a timeline setup of new content being posted?**

**How will you get repeat and new visitors?**

**Tell us anything else you feel is important about the project.**



