Basic Info

Date: _____

Company Name: _____

Contact Liason: _____

Address: _____

Phone #: _____

Email Address: _____

Owned or Desired Domain Name:

http://www._____

If already owned, where is the domain registered?

Does the domain have email addresses?   Y ◯ N ◯   How Many?
Where are they hosted?

If no, do you want them included? How many?

Business Info

Please Describe Your Industry:

What is your target market/best customer?

What are your overall marketing goals?

What are your current marketing channels?

Project Goals

What is your main objective/reason for this website?
(promote new product/service, provide better communication with customers, targeting a bigger or more specific audience, etc.)

What service(s) should it provide?

What message do you want to communicate to your audience?

What results would you like to produce?

What data would you like to measure?
(e.g. basic web analytics, user tracking, goal conversions, etc.)

Web Redesign (if applicable)

What is your main motivation for redesigning your website?
(better user experience, easier to find, update look and feel, target different audience...)

What aspects of your current site do you think are successful? Why?

What aspects do you think are unsuccessful? Why?

What is the biggest element lacking on your current site? Why?

Competitive Edge

What are 2-3 sites/companies that are direct competitors?

Business: _____

http://www._____

Business: _____

http://www._____

Business: _____

http://www._____

How does your company set itself apart from your competition?

Look & Feel

What do you want users to think or feel when they look at the design of your site? **Stick to three simple sentences.**

What are three sites that you want to mirror? What specifically do you like about these sites individually?

http://www._____

http://www._____

http://www._____

Function

What type of functions do you want to incorporate on your site?
(blog, store, ad display/mangement, pdf management, email signup, online quote, etc.)

What type of user feeback/interaction do you want?
(quizzes, polls, comments, forms, etc.)

Do you need any form of database management?
(membership, user tracking, user roles/access, etc.)

What action do you want visitors to take while on your site?
(find or seek important information, sign up for an account, purchase product/service, etc.)

What amount of management do you want once live?
(admin controls, member monitoring, uploads [pdf or ortherwise], etc.)

Other Notes:

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