



Planning Your Website

A simple guide to getting started

first things first.

First off we'd like to thank you for considering us as a partner in the development of your online presence. Whether your project is a site from scratch or a past-due face lift, we are dedicated to developing a site that meets your needs and returns measurable results.

Before getting started there are a few things we need to know. This short questionnaire will not only help us understand more about your needs, but will also help you clarify your goals and objectives for your site.

Please complete as many of the questions as possible. If you have any questions or need help throughout this process feel free to contact us at anytime. Please take your time and answer each question in detail so that we can use this information while designing and developing your new Web site.

contact information.

Your Name:

Organization:

Phone Number:

Email:

Website URL:

Additional Info That Might Be Helpful:

goals and objectives.

**we've all got goals in life.
websites are no exception.**

Let's take a broad look at your objectives. This will help develop short and long term goals for your site. A website can achieve a number of goals. A few examples are...

- Attracting new customers
- Marketing your company and/or products
- Improve customer service
- Increase brand equity
- Improve external communication
- Reduce costs
- eCommerce (Direct sales)

Sound familiar? Don't worry about specifics right now, we'll talk brass tacks later. Think in broad terms.

Please highlight the objective or check the circles to the right that most relate to your site goals. New site or a redesign.

| marketing and attracting new customers

- more visitors means more exposure means more business!

| provide products and services to existing customers

- customer service 24 hours a day and you don't lose a wink ;)

| improve customer relations

- monthly newsletters, promotional e-blasts, press releases... your customers have never been so excited to check their email.

| improve internal communications

- all your company information all in one place. Give updates, collect relevant company info. Make sure everyone knows about hawaiian shirt day.

| e-commerce

- got products? reach buyers from around the globe.

| additional goals and objectives:

| how will you measure the success of this website?

target audience.

everyone searches the web. make sure you're targeting the right people.

Time for the ego blow... this web site is not for you. It's for your customers. A site is only successful if it meets your target audience's needs. Your site can't do everything for everyone. You have to focus on the people who are most important. Everything about your site should be targeted to bring those people to your site and keep them coming back. When thinking about your target audience, keep the following in mind...

- Age
- Sex
- Ethnic backgrounds
- Economic situations
- Computer and modern equipment they will likely have
- Jargon or buzzwords that your visitors may or may not know
- Geographic locations
- Interests and hobbies
- Their needs and reasons for coming to your site

group #1 |
information and needs:

group #2 |
information and needs:

group #3 |
information and needs:

competitive analysis.

who are your competitors? what customer needs and preferences are you competing to meet?

Today business takes place in a highly competitive and volatile market. With millions of other sites competing for the attention of your customers, your site has to make a great first impression. It doesn't stop there, your site has to follow through with accurate content and features to stand out from the crowd.

List your top three competitors and their websites, as well as a brief list of what you like and don't like about their sites. We will review the design, content, and functionality of each and help you develop a plan to stay ahead of your competition.

competitor #1 |
competitor url:
likes and dislikes:

competitor #2 |
competitor url:
likes and dislikes:

competitor #3 |
competitor url:
likes and dislikes:

website with a look and feel you like |
sample url:
what do you specifically like?

reviewing your current site. keep a little. lose a little.

A lot of the people we work with already have a website, but it doesn't fully meet their needs. It may have been something that was put up just to have an online presence. That was a good way to get started, but now it's time to take your site to the next level. Tell us what you think about your site

what you like |
what works?

what you don't like |
what problems has your site had?

User feedback |
What do your harshest critics have to say?

List some adjectives that describe your business |
i.e. professional, clean, modern, contemporary, fun, etc.

what your site says.

let the power of words convey your message.

We can tell part of your story with design, but the content you choose can tell the rest. You may feel comfortable with the content you already have, or you may want to take what's working and re-create the rest with the help of our copywriters. Either way, please take a moment to respond to the following questions.

what is(are) the key message(s) of your site?

what impression/emotional response do you want to invoke? What is the tone?

what are the features and benefits of your company and/or product?

Feature

Benefit

what sets your company and/or product apart from the competition? why should the customer choose you? consider your mission statement/company identity, competitive advantages, awards and recognition, etc.

what kinds of messages/communications are working for you now? what isn't working?

what are the mandatory elements/pages that must be included?

i.e. sitemap – the company / products / contact us / developments / etc.

the bells and whistles.

enhance your site and keep them coming back.

When most people think about creating a website they already have a list of things in mind. More than likely this list includes features seen on other sites.

This section lists some of the more common features found on the latest websites. Check any of the features you'd like to incorporate into your site.

O | e-commerce

- online sales are a great way to increase sales, run special promotions, or introduce new products. e-commerce sites can be basic selling a couple of items or extremely complex like Amazon.com.

O | blogs

- blogs are good to inform your users of promotions, product reviews, and more.

O | e-mail newsletters

- monthly newsletters are an easy way to land into thousands of users' inbox, and inform them of your companies news and updates.

O | personalized user

- customized accounts can be set up on your site for each customer. each user has access to content specific to their account

O | animated product demos, presentations, etc.

- captivate your users with interactive animated content integrating audio and video

O | have something specific in mind?

getting started.

we'll need a few things to get your new site going.

We're excited to start your new website right away, but we need your help. We have found that one of the most difficult bottlenecks in web design and development is collecting the necessary marketing/creative materials from the clients.

Once we have all of your materials, we will have every resource necessary to exceed your expectations of quality, creativity, and turnaround time. You'll be amazed with how professionally and timely everything comes together.

A few things we really need:

- company logo
- color schemes
- style guide
- letterhead
- business cards
- creative media (videos/photos)
- templates
- print ads / marketing
- any photos you would like on the site (products / business location / etc.)

do you need any help registering your domain name?

let us know if you need help finding / purchasing / registering a single or multiple domain names.

do you need help with hosting?

we provide hosting services from \$25/month to \$50/month – let us know if you need a reliable company to host your site.

do you need any internet promotional materials?

Banner-ads, pay-per-click advertising, e-vites, etc.

do you have additional graphic needs?

floor plans, illustrations, diagrams, flowcharts, etc.