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Website Planning

Taking time to answer the following questions, and gather related materials, will help you zero in on exactly what you expect to accomplish with your website. It will allow us the information we need to develop a sound proposal for developing your site, and help us to make sure your objectives are met in a cost effective manner.

If you would like us to help you work through some of the tougher issues, you'll find our business, marketing, and life experiences helpful.

Overview

Business Name:

Address:

Phone:

Fax:

Mobile:

Email:

Website address:

How long have you been in business?

General description of your business:



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Please furnish letterhead, business cards, and any other examples of your corporate identity. Digital files for your logo and other identity graphics are also helpful.

Please identify fonts and colors that are specified in your identity.

Does your corporate identity need updating?

Do you have specific design styles, colors or fonts in mind for your website?

Known competitors and their websites (at least 3). If possible, indicate what you like and dislike about their websites.

What makes your company different and better than your competitors?



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Purpose

Circle Answer

Sell a product or service?	Yes	No
Strengthen brand identification?	Yes	No
Sell products directly, taking credit card information?	Yes	No
To network?	Yes	No
To make business information available?	Yes	No
To serve your customers?	Yes	No
To heighten public interest?	Yes	No
To release time sensitive materials?	Yes	No
To make pictures, sound and film files available?	Yes	No
To reach a highly desirable demographic market?	Yes	No
To answer frequently asked questions?	Yes	No
To stay in contact with salespeople?	Yes	No
To open international markets?	Yes	No
To create a 24 hour service?	Yes	No
To make changing information available quickly?	Yes	No
To allow feedback from customers?	Yes	No
Develop a qualified list of prospects?	Yes	No
To test market new products and services?	Yes	No
To reach new markets?	Yes	No
To reach specialized markets?	Yes	No
To serve your local market?	Yes	No
Improve access to information?	Yes	No
Corporate communication?	Yes	No
To make available product and price information?	Yes	No



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Target Markets

Describe the visitor you wish to attract to your website (age, gender, ethnicity, income level, position/title, interests, etc)

What do you expect to happen when someone visits the site?

What information will a visitor want?

Will visitors be able to purchase goods and/or services?

Project Goals and Objectives

What is your overall objective for this project?

What is your budget for the project?

What are your goals for this project?



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What outcome will make this project successful?

Who will have overall responsibility for your website?

How should the site support the objectives of the organization?

What is your expected Return on Investment and how is this to be measured?

Where do you expect site traffic to originate?

Please describe briefly any work you have done toward the design / redesign of the website and indicate if this work is available.

What is your deadline for project completion?



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Content and Navigation

How many pages do you anticipate for your site?

Will you provide content or will we be responsible for providing content (or both)?

If you provide content, will it be new or re-purposed from preexisting material?

How often will new content be added and/or updated?

Who will update the content?

How will the content be updated?

Technical Issues

Do you require animation? If so, for what purpose?

Do you require sound or video on the website?

Is your current website hosted and, if so, where?

Do you require a new website host?

Who will be maintaining your site after it goes live?

Do you require us to undertake promotion of your site to any internet search engines?

Do you require us to undertake promotion of your site in any other way?