

## Dates

- » Date :
- » Project deadline:

## Client Liason Contact Details

- » Name:
- » Work number:
- » Mobile:
- » Email address:

## Client Details

- » Company name:
- » Work phone:
- » Web address:

- » What is the required completion date?

## Stakeholders:

- » Who will be involved in decisions regarding the website?

- » Existing suppliers or partners we will need to work with?

## Legals

- » Are there any legal issues we need to consider?

- » Do you own the rights to all materials to be included on the website?

☐ yes    ☐ no    ☐ don't know

## Project Outline

- » Is the website for your organisation or a specific product, event, service or offer. Outline what this is? (elevator pitch)

- » Why do you need a new website?

- » What does your website need to achieve: traffic, sales, response rates, leads generated, reputation?

- » Target Audience - Who is the website aimed at?

- » Why is your organisation, product, event or service better than your competitors?

- » Do you have a SWOT or similar analysis framework? (Strengths, Weaknesses, Opportunities, and Threats)

☐ yes    ☐ no    ☐ don't know

## Website management

- » What tasks do you estimate are required to update and promote your website?

- » Who will be updating and promoting your website?

- » What level of computer and internet skills do they have?

- » What is the estimated weekly budget of hours to update and promote the site?

## Website architecture

- » Do you have a site map?

☐ yes    ☐ no    ☐ don't know

- » Estimated number of sections:

- » Estimated number of pages:

## What features would you like on your website?

- ☐ Easy to update by non technical people
- ☐ High google (and other searches) ranking
- ☐ Business process streamlining or automation
- ☐ Shopping cart or other ecommerce
- ☐ Optimisation for mobile phones
- ☐ Photo and media galleries
- ☐ Feedback/contact forms
- ☐ Newsletters and signup
- ☐ Members only section
- ☐ Faster downloads
- ☐ Email marketing
- ☐ Film/Audio
- ☐ Animation
- ☐ Calendar
- ☐ Statistics
- ☐ Surveys
- ☐ Film
- ☐ Blog

Other required features:

## Search engines (google etc)

- » List the top five search terms (words or short phrases) that people will use to find your website:

- » Additional relevant search terms:

## Social Media and external services

- » Do you have a social media strategy?

☐ yes    ☐ no    ☐ don't know

- » Please list the website addresses of the social media and other external websites linked to this project (eg facebook, twitter, youtube, ebay)

- » Are you planning on integrating further social media and other external websites/services? Please list them.

- » Do you need your new social media profiles setup?

☐ yes    ☐ no    ☐ don't know

## Website design and style

Describe the style for your new website look and design:

- |  |  |
|--|--|
| <input type="checkbox"/> Approachable    | <input type="checkbox"/> High-tech       |
| <input type="checkbox"/> Corporate       | <input type="checkbox"/> Modern          |
| <input type="checkbox"/> Authoritative   | <input type="checkbox"/> Natural/Organic |
| <input type="checkbox"/> Credible/Expert | <input type="checkbox"/> Playful         |
| <input type="checkbox"/> Elegant         | <input type="checkbox"/> Sophisticated   |
| <input type="checkbox"/> Fresh           | <input type="checkbox"/> Helpful         |
| <input type="checkbox"/> Funky           | <input type="checkbox"/> Caring          |
| <input type="checkbox"/> Stylish         | <input type="checkbox"/> Humble          |
| <input type="checkbox"/> Helpful         | <input type="checkbox"/> Prestigious     |
| <input type="checkbox"/> Simple/Clean    | <input type="checkbox"/> Slick           |

» Other words?

» Do you have a style guide or other corporate requirements?

☐ yes ☐ no ☐ don't know

» Do you have any imagery or colours in mind for your website?

## Accessibility

» Do you require accessibility compliance such as WCAG 2?

☐ yes ☐ no ☐ don't know

» Will the site be viewed on any special screen size or device?

## Content

» What types of content will be on your website - eg text, photos, audio, and their current format - eg digitised, hard copy?

» What content has currently been produced?

» What new content needs to be produced?

» Do you need assistance producing the new content?

☐ yes ☐ no ☐ maybe

» Do you have any other related materials such as marketing?

## Your Current Website

» What is good about your existing web site?

» What is bad about your existing web site?

» What levels of traffic is it currently receiving? If possible please provide access codes to your statistics package.

» How is your website performing for your objective?  
(Traffic/ Sales / Response rates/ Leads generated/ Reputation):

» Who is your current host and hosting package?

» Are you happy with your hosting service?

☐ yes    ☐ no    ☐ maybe

## Competition and Genre

» List your competitors websites and other important websites in your market/genre?

» What are they doing well?

» What are they doing badly?

## Websites you like

» Provide examples of websites (or parts of websites) you like the design and functionality(from any industry):

## Other Comments?