

Website Worksheet

Business Snapshot

What's the name of your company or organization?

What does your company or organization do?

What are the products and services you offer?

Who are the decision makers for this project?

What budget have you allocated for this project?

Be honest and we will tell you what we can and can't do within your budget.

What Are We Doing?

Give us your main reasons for needing a new website:

It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. That is goals that are specific, measurable, achievable, relevant and time-bound. With this in mind, what are the top 5 business needs of your new website?

1

2

3

4

5

[For example: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months...]

Is there anything about your current site that serves the business well and if so, why?

Who Are We Doing This For? (Your customer)

Tell us about your ideal customer.

Who are they?

How old are they?

What gender are they?

Where do they hang out online?

What are their interests?

What are the top 5 reasons your ideal customer will visit your website?

1

2

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[For example, to research product information, get contact details, ask questions about services, pricing...]

Design Concept

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?

Do your competitors have websites? List the URLs for their sites.

1

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Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

Are there any other websites in particular that you like the design of?

1

2

3

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Why?

What Does Success Look Like?

If we were to be celebrating a successful website strategy in 12 months' time, what would that have to look like? Be as descriptive as you possibly can.

How many website visitors?

How many leads?

How many sales?

What size social media audience?

Is there any other information you'd like to share about your online plans?

Social Media

Is your business active on social media?

If yes, which sites?

How often do you post?

Please list the links to your social media sites.

Do you feel your business needs help on social media?

Do you engage with your customers often on social media?

How large are your social media audiences?

Contact Info

First Name

Last Name

Email Address

Phone Number