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We've put together this handy worksheet to help you capture your vision for your project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to understand. Please answer each question as clear and concise as you can. We never did great on essays in school either but we're really good creating web sites. If you will be so kind to fill out everything you can (if you miss a few we won't come find you) and send it to us, we'll be your friend for a long time.

All About you:

What's the name of your company and intended website address?

Briefly describe your company.

Describe the concept/product/service your site will provide.

Who are the main contacts for this project and what are their roles?

When would you like to start (tomorrow might be stretching it.)?

When does your website need to be completed (yesterday we know, but for real?)

What is your specific reason for these dates? (eg, tradeshow, product launch, running \$1 million ad campaign and forgot about the website?)

What are your ultimate goals with your website?

Give us your main reasons you need us to create your new website.

In order of importance (most important first) what are the business objectives for your site?
(eg, improving sales rate, increase customer satisfaction, reduce time searching, I'd rather be at the beach?)

What is your measure for success, and what are you hoping to achieve?
(ie, 20% increase in sales)

What aspects of your current site (if applicable) work well and why are they successful?

What are your top three frustrations with your current website?
(If you don't have a website, just say that 3 times and we'll work extra fast.)

What's not so great and why do you think that is?

Who is your ultimate website audience?

Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company and the services you offer?
(Be honest. We can help you.)

What is the ultimate goal you want your visitors to do while on your site?
(search for information, sign up for an account, purchase a product/service?)

Why do you believe website visitors should do business with you rather than with a competitor?

Outline any ideas for features you have for your site.

How do these features support your business goals and the goals of your user?

Let's talk about design:

People are coming to your new site for the first time. How do you want them to feel about your company?

Tell us a little about your competition. Who are the runners and riders in your field (including their website addresses)?

What works for them? What doesn't?
(Be honest. We can help you beat them.)

Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

Are you providing all text/images for this project, or do you require copywriting and photography services?
(We can create sites super fast when we have all the content. Promise.)

We create sites you can update without having to call us. Tell us what areas would you like update most often?
(eg, updatable news, multiple authors, stock control, user moderation)
