

## Web Project Planner

### Introduction

These questions will help us get a better understanding of your requirements. They form a starting point but also help us identify your main objectives for the project.

Please contact us if you have any questions or would prefer to discuss the project in person.

### Your Details

Name:

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Company:

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Email Address:

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Contact Telephone:

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### Background Information

Please provide a brief background of your company, when and why it was started.

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Your company now and in the future - visions / goals / ambitions.

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Who are your competitors? What distinguishes you from them?

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Who is your intended audience? Are they regional, industry specific, company size specific, etc...

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### The Project

What are the main business objectives for updating your website / online presence?

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What is the primary purpose of the website?  
E.g. demonstrate credibility, sell products, drive enquiries, increase visitors etc...

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Do you have a target budget in mind?

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Do you have a specific deadline in mind for the project? If so, what is dictating this?

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## Web Project Planner

### Content Considerations

How do you want visitors to your website to perceive you?

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Do you currently have any brand guidelines or identity?

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Approximately how many pages will the website have?

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Please rank, in order, the three most important sections / pages on the website.

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### Technical Considerations

Who is going to be responsible for managing content on the website? E.g. will this be in-house or will you require on-going support?

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Does the website need to intergrate with any other system?

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Are there any other advanced features / functionality that the website needs to provide?

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### Online Marketing

If you were using a search engine, what words or phrases would you use to find your website?

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Do you have a marketing plan in place to support your website / online activity?

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Do you need help delivering any of the following?

- Email Marketing
- Social Media
- Facebook Landing Page

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