

Site Info

- 1) Desired website address and current domain or host

- 2) What online advertising/marketing do you currently use or plan to use? E.g. directories, search engine advertising, banner advertising.

- 3) What social media site is your product or service currently linked to? E.g. facebook, twitter, 4 square, myspace etc.

- 4) What is the purpose of the site?
Selling yourself, products you offer, services you offer or simply to convey information about yourself i.e. brand awareness.

- 5) What is the secondary goal (if applicable)

- 6) Is it an information only site? E.g. pdf content.

7) What pages would the site need e.g. Home, products, news, contacts, FAQ'S etc.

8) Do you already have a theme, logo, colour, text, graphics etc representing the business?

9) Who is the primary audience of your site? Age demographics etc?

10) What image do you want to portray (professional, casual, cutting edge etc)

11) Will the content need to be updated regularly or will it be static? If updated how often?

12) What would need to be updated? Content, links, images newsletters etc.

13) Who are your competitors? Similar sites you like the look of etc.

14) What do you offer that your competitors don't?

15) Will you require space for external advertising? Suppliers that may like to advertise on your site.

16) Do you have industry logos for associations you are a member of? E.g. medical Associations, CPA'S, hoteliers associations etc.

17) Will you need video streaming? Embedded you tube video etc.

18) Blogs, chat rooms, shopping cart?

19) Embedded Google map?

20) What is the budget for the site?



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