

**Tell us a bit about your company**

Company Name: Enter Company Name

Address: Enter Address

Postal Code: Enter Postcode

Mobile: Enter mobile number

Email: Enter email address

**What does your company do?**

Tell us briefly what your company does

**Let’s get down to business:**

Do you have a URL in mind for your business? Tell us the URL you have in mind

Do you need us to buy a domain? Yes [ ]  No [ ]

What’s your deadline for this project? (dd/mm/yy) Enter a date.

Could you give us a ballpark figure for your available budget for the website project? (£Value)

The next few questions will help us understand exactly what you are after with this site

Tick as many as you need

**I want this site because:**

I need to build awareness for my brand [ ]

I need to offer a contact point to my customers [ ]

I need my company to have a better image online [ ]

I need to sell my product/service through my site [ ]

I need to use it to build customer loyalty [ ]

I need somewhere to promote my latest products/services [ ]

I have my own reasons Tell us your reasons

**My site will be built to target My clients come to me because**

Kids & Teens [ ]  I offer excellent service [ ]

In their 20s [ ]  I have the best products [ ]

In their 30s [ ]  I have the best prices [ ]

In their 40s [ ]

In their 50s [ ]

Senior Citizens [ ]

**Do you want to expand your target audience in a certain direction?**

Tell us your direction

More specific features of your customers

**Some words about your company:**

Subsidiaries Subsidiaries names

Average number of employees Tell us how many

**Someone’s searching the web for your business. What words or phrases will they search for in Google?**

Tell us your chosen keywords of phrases, separated with commas

**What is it that makes your products/services unique on the market?**

Tell us your unique selling point(s)

**Do you have any proof that your solutions are better than your competitors?**

What backs up your claim(s)

**Our new website would need to include:**

A basic HTML Site [ ]  Social Network Integration [ ]

An HTML5/CSS5 website [ ]  Intranet system [ ]

Responsive design for tablet/mobile [ ]  Separate dedicated landing pages [ ]

A WordPress based site [ ]  A redesign of existing site [ ]

Online magazine [ ]  Additional requirements [ ]

Online forum/blog [ ]

Newsletter system [ ]

Special features to be included in your new website

**We want the following special features to be included in our new website:**

Registration form [ ]  Registration [ ]

Video streaming [ ]  An online store/shopping cart [ ]

My SQL database [ ]  Online payment gateway [ ]

Search panel [ ]  Blog module [ ]

Multicolumn layout [ ]  Image gallery [ ]

Newsletter/email sign up form [ ]  Image slider [ ]

Information/request form [ ]  Other features List feature(s)

Uploads/downloads [ ]

Customer login [ ]

**Help us out here – Who will provide the following resources?**

 **Us You**

Stock photography [ ]  [ ]

Company photography [ ]  [ ]

Other artwork/illustrations [ ]  [ ]

Copywriting text [ ]  [ ]

Professional logo [ ]  [ ]

Graphic design [ ]  [ ]

Metatags/description [ ]  [ ]

Font licences [ ]  [ ]

Moving on to the pretty stuff

**Moving on to the pretty stuff – Design**

 **Yes No**

Does your company have a logo/established image [ ]  [ ]

& branding guidelines e.g.fonts. colour schemes etc.?

Do you have print materials (such as business cards [ ]  [ ]

or brochures) that we need to match?

**What will happen once we deliver the site?**

 **Yes No**

Would you like us to update [ ]  [ ]

your site or would you like

to be responsible for updates?

**How often do you require updates?**

Daily [ ]

Weekly [ ]

Monthly [ ]

Quarterly [ ]

Other [ ]  Tell us how often

**Is there anything else you would like to tell us?**

Tell us anything we have missed

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