

Project Planning Form

We understand that commissioning a new website can be a daunting task, with what seems like a complicated, lengthy planning process to undertake. Well, that's where we come in!

We have created this form to help you capture your thoughts for your website project, with questions that help us to understand your requirements. It's really a business plan for your new website, and so the more information you can provide us with, the more accurate we can be with our quotation for you. Please get the opinions from each of the key decision-makers in your company, as this will help create a balanced plan.

Please email or fax back the completed form to our office. You can also call us on **01455 614711** if you need some help completing the form.

Your Details

Name / Role	Company Name
Email Address	Company Address
Contact Number	
Current/Intended Website Address	
How did you hear about us?	

About Your Company

Describe your company and the concepts, products and/or services you plan to promote.

Which aspects of your current website work well, and why do you think they are successful?

Which aspects of your current website need improvement? Why are these parts unsuccessful?

How important is it to retain your existing logo, branding, and website look and feel?

About Your Objectives

What are the main business objectives for having a new website, in order of importance?
(e.g. promote wider range of products and/or services, tired previous site, new business model)

Describe the brand values that you wish to convey through the website
(e.g. contemporary, friendly, sophisticated, approachable)

How will you know if the website is a success?
(e.g. 25% increase in online sales, 50% more website visitors, 1,000 subscribers to e-newsletter)

Who is your main competitor? What is their website address? What's good/bad about their website?

About Your Audience

Describe the types of visitor you want to attract to your new website
(e.g. age, demographic, purchasing habits, type of business, size of business)

What are the primary 'actions' that visitors will perform when on your website, in order of importance?
(e.g. purchase a product, make an enquiry, register for a brochure)

What are the main reasons why customers choose your products/services instead of your competitors?

What feedback have you received from your customers, with regards to your website?
How do you think they perceive your company, based on this website?

About Your Project

Do you have a project start date in mind?

What is your intended launch date?

Is there a specific reason for this launch date? (e.g. annual report, trade show, PR launch)

What is your budget range for the project, excluding VAT?
(this helps us to plan how much time we can devote to your project)

Less than £5,000 £5,000 to £10,000 £10,000 to £20,000 More than £20,000

Describe the features that you would like to see on your website
(e.g. online shop, news blog, product catalogue)

Which parts of the website would you like to update yourself, using a Content Management System?
(e.g. change product information and stock levels, manage online store, add news and/or events)

Is there a requirement for any of the following?
(please tick all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Website search facility | <input type="checkbox"/> Email marketing / bulk despatch |
| <input type="checkbox"/> Mobile website version | <input type="checkbox"/> E-Commerce platform |
| <input type="checkbox"/> Forum / Messageboard | <input type="checkbox"/> Search Engine Optimisation |
| <input type="checkbox"/> Content Management System | <input type="checkbox"/> Search Engine Advertising |

About Your Project (continued...)

Do you have a sitemap or outline for the proposed website?
(if so, please attach separate document or draw a basic layout below)

Please list any websites that you particularly like, and the reasons why in each case

Thank you for your help in completing this form. Simply email or fax back the completed form to our office address and we will confirm receipt within 48 hours. And just to confirm, we won't share the details of this form with anyone else.