

WEBSITE WORKSHEET

30 September 2015

# Website Worksheet

## Purpose

This is your opportunity to tell us why you need a new website and what the website should achieve. The more information you give us here, the better the solution we will be able to provide. **Ignore any questions that are not relevant.**

When you're done, email this back to briar@beeonline.co.nz.

## Business Snapshot

### What’s the name of your Company?

### What does your company do? What are the products and services you offer?

### Who are the decision makers for this project?

### What budget have you allocated for this project? Be honest and we will tell you what we can and can't do.

## What Are We Doing?

### Give us your main reasons for needing a new website.

It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. SMART goals are **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound. With this in mind, what are the top 5 business needs of your new website?

*eg: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months*

### Is there anything about your current site that serves the business well and if so, why?

### Who Are We Doing This For?

##### Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?

### What are the top 5 reasons your ideal customer will visit your website?

##### e.g.: research product information, get contact details, ask questions about services, pricing

## Design Concept

### How do you want people to feel when they interact with your brand?

##### Safe and secure, edgy and excited, exclusive and cool, like they belong?

### Do your competitors have websites? List these below.

### Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

### Are the any other websites in particular that you like the design of? Why?

## What Does Success Look Like?

#### If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like?

##### How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

## Additional Comments

##### Anything else we need to know?