

**Website Overview:**

Company Name:

Address:

Site Name:

Site Topic: (What is the topic of your site)

Site Purpose: (What will the site do for you / your company)

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Target Audience: (Who will be visiting your website)

**Demographics:** (age, income, area)

**Psychographics:** (Attitudes, mindsets, concerns)

Most Wanted Actions: (What consumers should **do** as a result of visiting your site)

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Site Message: (What consumers should **know** after visiting your site)

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## Products and Services

Product / Service Offerings: (What you're selling/providing)

**Main Consumer Benefit #1:** (What advantages/improvements the consumer receives from using your product / service)

**Main Consumer Benefit #2:**

**Main Consumer Benefit #3:**

**Main Consumer Benefit #4:**

**Main Consumer Benefit #5:**

**Point Of Difference:** (What is different about your product / service why should they buy from you rather than your competitor?)

## Site Design

Site Look and Feel: (How the information should be presented [modern, warm, relationship-based, superior, friendly, etc.])

Do you Need a Logo Designed: (if so please include any information below. If you have an existing logo please email a high quality version to us in PSD or JPG format)

Screen Resolution size: (Width of your site. Standard size is 1024px – other sizes can be specified)

Preferred Font: (Standard font style is Verdana 10 pt, see below for examples)

- This is Verdana 10 pt
- This is Tahoma 10 pt
- This is Georgia 10 pt**
- This is Courier New 10 pt

- This is Arial 10 pt
- This is Times New Roman 11 pt
- This is Trebuchet 10 pt
- This is Comic Sans 10 pt

### 3 sites you like:

URL:  
What you like about it:

URL:  
What you like about it:

URL:  
What you like about it:

### 3 sites you dislike:

URL:  
What you like about it:

URL:  
What you like about it:

URL:  
What you like about it:

## Site Content

Attracting Elements: (Create a List of **content** topics that will initially draw targeted consumers to your site)

Frequency Objective: (**How often** should targeted consumers return to your site? Daily, Once/week, Once/month, etc.)

Frequency Drawing Elements: (What **content** will keep those targeted consumers coming back to your site on a regular basis?)

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Do you or one of your team have a minimum of 1-2 hrs per week to dedicate to your online marketing?

## Market Intelligence

**Keywords and Phrases:** *(keywords and phrases people are likely to search on. This usually includes product names and terms related to what you do with those products)*

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**Brand Names:** *(Brand Names related to your products / services)*

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**Industry Specific Terms:** *(many industries have their own industry specific terms or terms that are not commonly used in everyday language)*

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**Competitor Websites:** *(websites you consider to be providing a similar or identical product or service)*

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**Technical details:**

Do you have a current website?: Yes / No

Have you arranged hosting?:

What is the operating system does your server use?:

What control panel does it use?:

**Control Panel Access details:**

- URL:
- Username:
- Password:

**FTP access Details:**

- URL:
- Username:
- Password:

Does your server support: *(Tick those applicable if known)*

 Php Mysql

**\*Please Note – We also provide the option of hosting your website as we can not always guarantee full site functionality if your site is hosted by a third party.**