



This worksheet is designed to help kickstart the process of creating a website. It serves as a means of documenting the vision that you have.

The more detailed you make your answers, the better start you will have on the project.

The submission process is on page five.

About

YOU

Name

Job Title

Email

Telephone

YOUR BUSINESS

Name

Address

Describe the marketplace your business is in, and your main product line, service or concept.

Please indicate a date you have in mind for launch of this project

Currently

If you have a website?

What is the domain name? (e.g. www.yahoo.com)

What aspects of the current site are **successful**, and briefly why?

What aspects of the current site are **unsuccessful**, and briefly why?

Regardless of whether or not you have a website

Why are you commissioning a new website?

What are the three top business objectives of the new site? (e.g. 1. Improve sales leads, 2. Reduce Service Calls etc...)

How will you determine if the new site is a success? (e.g. 30% increase in sales leads, 20% reduced traffic to call center)

Your budget will determine how long we can devote to your website, what is your budget?

Your Users

Describe your users/intended users in detail?

(e.g. business owners in the tech arena, young students seeking accomodation, seniors looking for lifestyle products)

How do you think these people perceive your company presently?

How will your site be useful to people visiting it?

Content and Design

Content

What content (words and images) do you have prepared for the new site?

Do you perceive the need to have the site content prepared for you by a specialist?

In what way will you have content more relevant to your visitors than your competition?

How often do you intend to publish new content to the site?

Design

List at least three sites you like the look of and explain why?

Do you have a particular 'feel' in mind for your new site? (e.g. modern, corporate, edgy, monotone, colorful)

Functionality

(please indicate which functions your site will require)

A 'contact us' form? Y N

A map of you business location(s)? Y N

The ability to update content yourself? Y N

The ability to sell goods or services? Y N

An events listing area? Y N

A 'blog' or regular news area? Y N

User comments and feedback/ratings? Y N

The ability to embed audio and/or video content? Y N

A 'downloads' area? Y N

A login facility to allow protected content? Y N

The ability to pull in content from other sites? Y N

Please detail any other functionality you have in mind

Please detail any technical restrictions you are aware of? (e.g. must be hosted on in-house server, link to MLS listing etc)

Additional Comments

Every project is unique, and we have kept this questionnaire general. Please use this area to add any information that you think may be useful to the project?



Submit this to us.

If you have filled this out by hand please scan and submit via email to info@turnandface.com, thanks.

If you have filled this out using Adobe Acrobat, you can submit using the button below.

Thanks, we look forward to coming back to you, please allow us 72 hours!