

## Website Information

<b>Document Date:</b>			
<b>Contact Details:</b>	Name:  Phone:  Email:  Name:  Phone:  Email:		
<b>Domain Name:</b>			
<b>Website Crew:</b>  List the person who will be responsible for each responsibility.	Captain		
	Business Profiler		
	Research		
	Content		
	Sitemap / Design Specifications		
	Domain Management		
	Hosting		
	Graphic Design		
	Website Programming		
	Updates		
	Marketing		
	Budget / Administration		

## Marketing Position & Direction

<b>Project Budget</b>  Please outline what your project expectations are, if any.	
<b>Company Background</b>  Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees? Etc.	
<b>Product / Service Information</b>  Insert any relevant product/service information here – why it's different from anything else on the market. What is unique or exclusive about your products? Why do people choose your products above your competitions? Etc.	
<b>Target Market / Desired Target Market Demographics</b>  Please describe the target audience here (main market sectors).	
<b>Broader Audience</b>  Please describe all other market areas that would be worth approaching to promote your products or services.	
<b>Single Proposition / Key Message</b>  Please insert the key message/proposition for the communication here (short as possible please).	
<b>Customer Views</b>	

## Website Design Brief

<p>Please explain the views of your customers for example, Reliable, Friendly, Traditional, Fast turnaround, Responsive, Experienced, Quality or Quantity etc</p>	
<p><b>Objective of the website</b></p> <p>What do you want your website to achieve?</p>	
<p><b>Competitor Research</b></p> <p>Please list your immediate and broader competition including company names, website addresses or reference material that you think might be relevant.</p> <p>What are they doing? What can you do better?</p>	
<p><b>Current marketing material</b></p> <p>Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for.</p> <p>Are examples provided?</p>	
<p><b>Other notes</b></p> <p>Is there anything else you can think of that may help us build your website?</p>	

## Website design

<b>What do you like about websites?</b>	
<b>What do you dislike about websites?</b>	
<b>What Image/Style would you prefer for your website?</b>	Fresh Fun & Functional Modern Elegant Artistic Professional Conservative Sophisticated Funky Juvenile Kids / Baby Traditional Natural/Earthy
<b>Are there any other words you would like to use to describe the required look?</b>	
<b>What colours would you want for your website?</b>  If web safe or exact colours are required please provide PMS or CMYK values.	

# Website Design Brief

<p><b>Do you have a company logo?</b></p>	
<p><b>Do you have any specific imagery in mind for your website?</b></p>	
<p><b>Corporate Style Guide</b></p> <p>Is there an official corporate style guide the designer needs to follow?</p> <p>This would normally include logo usage rules, fonts and pms or hex colours</p>	
<p><b>Fonts</b></p> <p>Please select your web safe fonts you would prefer to use for the body copy of your site.</p> <p>If you are unsure – then the designer can select one for you.</p>	<p>Arial <b>Comic Sans</b> Courier New Georgia <b>Impact</b> Lucida Console Lucida Sans Unicode Palatino Linotype Tahoma Times New Roman Trebuchet Verdana</p>

# Website Design Brief

## Website Functionality

<b>Website Type</b>  Is it a content management system, database driven, shopping cart or brochure website?	
<b>What features would you like on your website?</b>	Forms Subscribe box for Email Marketing Newsletters Shopping Cart Search Engine Optimisation Customer Database Statistics Photo Gallery Calendar of Events Banners or advertisements Flash Animation Promo Fields  Other
<b>Key Search Terms</b>  What words or phrases would people use to find you in google or yahoo.	
<b>Email Address on Contact Page</b>  What email will you be using on your contact page? Ie. info@, orders@, sales@, admin@ etc	
<b>Navigation location</b>  Would you prefer side or top level navigation?	
<b>Other notes</b>	

## Navigation

Use the card sorting technique to find your ideal website sitemap.

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**E-marketing Techniques**

<p><b>Pay Per Click</b></p> <p>Prices start from \$5 per day &amp; \$200 pcm management fee.</p>	<p>Yes No Maybe</p>
<p><b>Advanced Search Engine Optimisation</b></p> <p>\$4000 up front or \$2000 up front &amp; \$200pcm for 11 months</p> <p>Full ranking evaluation report Competitor analysis Content review &amp; implementation Accurate keyword research for optimisation Site code recommendations &amp; implementation Linking strategy and implementation Monthly review &amp; progress report</p>	<p>Yes No Maybe</p>
<p><b>FREE Options</b></p>	<p>List your site on Directory Listings Create a customer database &amp; send out email campaigns Give something away for FREE Include your website address on all promotional material</p>