

Website Checklist

For standard websites and/or websites with just a few product sales.

1. Your Company Name:

2. Type of Company:

3. URL (if already owned): www.

4. What are you hoping to achieve with your website?

(please select all those applicable and rank them)

Select		Rank
<input type="checkbox"/>	To give a good impression of the company	
<input type="checkbox"/>	To show product information and price lists to customers. (catalogue)	
<input type="checkbox"/>	To make money via online product sales	
<input type="checkbox"/>	To encourage customers to contact you (or visit you) in order to make sales.	
<input type="checkbox"/>	For customers to find you via search engines	
<input type="checkbox"/>	Reinforce company branding	
<input type="checkbox"/>	Other (please specify)	

What do you consider to be your company's USP or strengths?

Branding and style

5. Do you already have company branding guidelines? Yes No

- If 'yes', please provide your logo (in electronic format) and branding guidelines (colours, fonts etc), along with any other marketing items you have (business card, leaflets, adverts, catalogue etc)

- If 'No', will you require a logo design? Yes No

6. What style of website are you looking for? Please list as many adjectives as you wish (eg simple, clear, classic, different, modern, professional, friendly, stylish, colourful, professional, fun etc)

7. Please provide at least one example of a website style you like (or your customers would like) and describe why:

URL:

Reason:

8. Do you have any colour preferences? Yes No

If 'Yes', please list preferences:

Updates

9. How often will you need to update the site?

Daily Weekly Monthly A few times a year Hardly ever

10. Who will update the site?

Self a member of staff several people Jo Can Do/
professional

11. What will need to be updated?

News gallery items Products menu items Everything
(add, edit, delete) (new pages)

Content

12. Here are some typical pages on a website – which ones will you need?

Homepage Contact about News FAQs
Accessibility privacy/security statement News terms of use site map
products/services overview terms & conditions legal notice Newsletter Events
Others:

NB You will need to provide the basic content for all webpages, including photos etc where necessary.

13. Will you require original photography? Yes No

14. Do you require any of the following functionality?

Search bar <input type="checkbox"/>	text resize <input type="checkbox"/>	RSS feed <input type="checkbox"/>	subscribe to <input type="checkbox"/> (eg newsletter)
Forum <input type="checkbox"/>	contact form <input type="checkbox"/>	online feedback <input type="checkbox"/>	events list <input type="checkbox"/>
Guestbook <input type="checkbox"/>			

Other:

Search Engine Optimisation (SEO)

15. Is SEO important to you? Yes No

(ie do you think most customers will find your company website via search engines, or via other means?)

16. Do you have a budget for online advertising? Yes Amount: £
No

17. What key words or phrases do you wish to be found under?

Competition

18. Who do you consider to be your main competitors?

Company Name	URL
1.	www.
2.	www.
3.	www.

Further information

Please give any further details relevant to this project. (eg typical customer profile, marketing plan etc)