

1 KEY MESSAGE & OBJECTIVES

What is the key message that you wish to convey to your target audience with this website?

How do you differentiate yourself from your competitors? What makes you different? What is your unique selling point?

If your reader should come away with one main thought from having visited your website, what is it?

2 TARGET AUDIENCE

Who are your target audience? Give as much detail as possible – age, location etc... Is this different than your current customer profile?

3 PERCEPTION

Use three adjectives to describe how your site should be perceived? E.g. professional, humorous, innovative etc...

Is this image different to how your company is currently perceived? If so, how?

What is the biggest challenge in getting this image across to your customers?

4 COMPETITION

Who are your main competitors?

List any competitors' websites you like and explain why you like or dislike them.

5 ACTION

What is the overall objective of the homepage? What is the primary action you want your reader to take from the homepage of the site? E.g. to entice readers to pick up the phone and contact you, fill in an online form, apply for a free consultation, download a document etc...?

Is there any one action that you want your reader to do before leaving your site e.g. subscribe to a newsletter etc...

6 CONTENT

Write 1-2 paragraphs on what the company does. Describe clearly your products, services etc.

Can you provide any supporting literature to help with drafting web content? E.g. promotional folder / brochure, sales letter?

Are there any elements that you would like to have on every page of the site?

Who is the main contact in the company for approval of content?

Do you already have a domain name?

Will you be selling online?

Tick any of the following features you would like on the site:

- | | | | |
|--------------|-------------------------------------|--------------------|--------------------------|
| HOMEPAGE | <input checked="" type="checkbox"/> | NEWS | <input type="checkbox"/> |
| CONTACT | <input checked="" type="checkbox"/> | SPECIAL OFFERS | <input type="checkbox"/> |
| SERVICES | <input type="checkbox"/> | DOWNLOADS | <input type="checkbox"/> |
| PRODUCTS | <input type="checkbox"/> | TRAINING COURSES | <input type="checkbox"/> |
| CASE STUDIES | <input type="checkbox"/> | CAREERS | <input type="checkbox"/> |
| GALLERY | <input type="checkbox"/> | TERMS & CONDITIONS | <input type="checkbox"/> |
| PORTFOLIO | <input type="checkbox"/> | FAQs | <input type="checkbox"/> |
| CLIENTS | <input type="checkbox"/> | ABOUT | <input type="checkbox"/> |
| TESTIMONIALS | <input type="checkbox"/> | EVENTS | <input type="checkbox"/> |

* This list is not exhaustive. Clients are encouraged to make further suggestions. Content writer will make further recommendations at planning stage.

Are there any other special features you would like on the site?

7 SEARCH ENGINE OPTIMISATION

Can you suggest a list of key words that you think your customers would use to describe your products / services, find your products / services on Google?

Are you interested in a 'Linkage Programme'?

8 UPDATING

Do you intend keeping this website updated? If so, how often and will this be done in-house or are you interested in a maintenance contract?
