



Website Planning Worksheet

Please take a few minutes to fill out this Website Planning Worksheet. Thanks to the information provided here, I will be able to better tailor my response to you. Once you are done, please send this document back to me at: nandorian.design@gmail.com and I will be in contact with you shortly.

1 General information

Your name:

Domain name:

Company/project name:

New Website

Website Re-design

Why do you want to have a new website, or have your current site redesigned?

Is there a project due date?

Yes

No

If so, why is this date important to you?

How did you hear about me?

2 Your company and services

What type of products and/or services do you offer?

Who is your intended audience? Are they regional, industry specific, company size specific, etc.?

Where/how do people learn about your company/services/product at present?

Why do you believe site visitors should do business with you rather than with a competitor?

If you were using a search engine, what words or phrases would you use to find your site?

List these words or phrases in order of their importance.

First:

Second:

Third:

Do you have active accounts on any social networks?

3 Your existing website (if applicable)

What aspects of your current site work well and why are they successful?

What's not so great and why do you think that is?

Would you like to use materials from your existing website in a new project?

Yes No

If so, which ones?

4 Website content

What are the features you would like to include on your website (contact form photo gallery, etc...)?

Are you planning to do online sales?

Yes No

If so, what is the product, and how many items do you want to sell online?

If you're planning to sell online, are you set up to accept credit cards?

Yes No

How many pages will your website have and what would they be?

Is the content already created for your site?

Yes No

If not, how soon do you anticipate having it ready?

How often do you foresee needing to update your site?

Are you interested in using a Content Management System for your website?

Yes No

If so, please describe the features you would like to see included (blog, multiple authors, comments, search archive, social media, etc...)?

5 Branding

Do you already have a logo that you will be providing in digital format?

Yes No

If not, would you like to have one created?

Yes No

Do you have photos and / or graphics for your web site?

Yes No

Do you have existing business cards or other printed material (letterhead, brochures, catalogues, etc...)

we need to match?

Yes No

Please list the names of five other sites that you like.

1

2

3

4

5

Why are they attractive to you?

Have you researched your online competition?

Yes

No

Do you have ideas of the colors to be used, and colors you don't like? Please provide example sites.

6 Comments

If there are any further details about the project, please include them here?

7 Primary/Billing Contact

Name:

Department:

Address:

Phone:

Email:

Other contact information:

Thank you for taking the time to complete this Website Planning Worksheet. Choose 'Email as attachment' option and mail to

nandorian.design@gmail.com

416.839.9011

Nandoriandesign.com

Please allow 48 hours for response.