
WEBSITE CREATION WORKSHEET



This worksheet will help us put together a solution that best reflects you and the goals of your business. Also, and equally as important, this worksheet will help you capture your vision for the project. What you say will help to determine what we create. Think of this document as a business plan for your website. The more detailed information you give, the better we'll be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't pertain to you or your project.

• PROJECT DETAILS

1a) Company Name : _____ 1b) Company Phone Number: _____

1c) Company Tag Line: _____ 1d) Company Fax Number: _____

1e) Address: _____

2. Do you have a domain name? Yes No. If YES, what is it? _____

3. Do you have a web host? Yes No. If YES, what is it? _____

4. What will you name your web site? If you answered NO to the question above about a domain name please give us your choices.

Choice #1: www. _____ Choice #3: www. _____

Choice #2: www. _____ Choice #4: www. _____

5. Keywords and short phrases people will use to find your website on the Internet?

6. How soon do you need the new website completed? Has this date been chosen for a reason?

Date: Reason: _____

7. What is your budget for this project?

8. What do you want the web site to do for your company?

9. Who is your target audience? (*Age / Level of internet experience etc*)

10. What image do you want to portray? (*Professional / Casual / cutting edge etc*)

11. If you have branding what colours, fonts, styles do you use?

12. What do you absolutely definitely want on the site? (*This list could include blog, shopping cart, members log in, private areas, RSS feeds. Gallery newsletter, contact forms, advertising space, different languages, search facility, etc*)

One Black Dot (001946130-P)

www.oneblackdot.my

shout@oneblackdot.my

WEBSITE CREATION WORKSHEET



13. What absolutely must be on the homepage and what is the order of priority?

14. What must be visible at all times? *(Every page has a fold. A fold is below the visual part of the page and requires you to scroll down to see it.)*

15. How many links will be needed and how many levels of navigation will there be?

16. Who are your competitors? *(Supply some URL's of competitors that you think sell your product type well)*

17. Do your competitors use something on their site that you really like? *(Could be navigation structure, form layout etc)*

18. What do you offer that the competition doesn't?

19. List 5 general sites that you like and why do you like them? *(This could be navigation method, colour scheme, fonts etc.)*

20. List 5 general sites that you don't like and why don't you like them? *(This could be navigation method, colour scheme, fonts etc.)*

21. Do you have any text/copy / graphics / Logos for the site? If 'Yes', can you provide your logo on disk or send it by email?

22. Will you require space on pages for external/internal advertising. If yes what types?

23. What are your main products and/or services?

One Black Dot (001946130-P)

www.oneblackdot.my

shout@oneblackdot.my

WEBSITE CREATION WORKSHEET



24. What are the main categories of information you want to publish? (*Time-sensitive like news & events? Product or service descriptions? Case studies / Success Stories? Careers information? Special offers?*)

25. How would you like to communicate with your visitors? (*Telephone, Email, Live Chat, Blog's or discussions, Mailing list*)

26. Do you have any definite remarks on what you DON'T want to have on your website? (*Flash, splash page, the color pink?*) Sharing why you don't want a feature will help us get an understanding of your user experience tastes, so feel free to elaborate.

• **BLOG'S** (*if applicable*)

27. Are there multiple styles of blog posts, like longer feature posts and shorter quick posts?

28. Does the site need to accommodate for advertising? (*What type? sizes?*)

29. Do you plan to use categories, tags or both?

30. How do you want to handle archives?

31. How do you want to handle search?

32. Are there any other blog's that you really like?

• **PRODUCT MANAGER**

33. Who are the decision makers on this project? What is the turnaround time for making a decision? Who has final approval?

Primary Contact Name : _____ Secondary Contact Name : _____

Contact Email Address : _____ Contact Email Address : _____

Contact Phone : _____ Contact Phone : _____

• **BILLING CONTACT**

33. Who are the decision makers on this project? Who has final approval?

Name : _____

Department : _____

Address : _____

Phone : _____

Fax : _____

Email : _____