**Web Project Worksheet**

**Type of Project**

Is this for a new website, a redesigned website or website revisions?

**Business Snapshot**

What’s the name of your Company?

Your name and email?

What does your company do? What are the products and services you offer?

Who are the decision makers for this project?

It is important that they and any other stakeholders attend the pre-proposal meeting.

What budget have you allocated for this project? be honest and we will tell you what we can and can’t do.

Under $5,000

$5,000 - $10,000

$10,000 - $15,000

$15,000 - $20,000

Over $ 20,000

In under $5,000, what is the amount? Any other notes about your budget?

Goals

Do you have goals for your website? Do you need help knowing what is achievable?

Your main reasons for needing a new website:

1.

2.

3.

Is there anything about the current site that serves the business well?

Are there other services you need for your site such as photography or logo design?

Is being found in search important to you? If so, is it an immediate need or one that may be important over time?

Who will your website attract?

Tell us about your favorite type of customer. Are there other types of visitors you would like to attract as well?

Your Brand

Do you have branding like a logo, color, font or overall look that you use currently?

Who do you see as your main competitors? Please add website addresses if possible.

How do your services or processes differ from your competitors?

Are there any other websites in particular that you like? What about them do you like?

What does success look like?

If we were to be celebrating a successful website strategy in 12 months’ time, what would that look like? What is a must-have goal and what is a stretch goal?

Anything else you would like us to know?

Your First and Last Name:

Your Email: