

WEB SITE WORKSHEET

As a web site owner or potential web site owner your input forms the foundation of your site. This worksheet has been designed to help identify the objectives of your web site. Each question has sample answers to help stimulate your thinking. Answer as many questions as you can. The more information we have the more likely our proposal will meet your expectations and the more likely the final product will be a success.

WHY QUESTIONS

1. Why do you want a new or updated web site?
 - a. Sell a product or products.
 - b. Sell a service.
 - c. Provide information.
 - d. Gather information.
 - e. Increase the awareness of you or your business.
 - f. Update the look and feel of your existing site.
 - g. Other.

2. Why would people visit your site?
 - a. You have a unique product or service.
 - b. You offer outstanding quality.
 - c. To get a good deal.
 - d. To join a group.
 - e. Other.

WHAT QUESTIONS

1. What is the primary image your site should convey to visitors?
 - a. High quality.
 - b. Elegance.
 - c. Fun and friendly.
 - d. Professional and business like.
 - e. Low cost.
 - f. Other.

2. What are the goals and objectives of your site?

- a. Increased sales.
- b. Improved awareness.
- c. Less service / help calls.
- d. Other.

3. What do you want people to do when they visit your site?

- a. Buy a product or service.
- b. Contact you.
- c. Join or sign up for something.
- d. Look for information.
- e. Other

4. What functionality should your site have?

- a. Introduction, about us.
- b. Contact information.
- c. Product information.
- d. Services information.
- e. Pricing.
- f. Shopping.
- g. News, events, what's new.
- h. Articles, books.
- i. Links, frequently asked questions.
- j. Forms. (Such as a survey.)
- k. Testimonials.
- l. Portfolio.
- m. Picture gallery.
- n. Search. (Usually for sites over 50 pages.)
- o. Other.

5. What do you already have that could be used in your site?

- a. Photos, either digital or print.
- b. Articles.
- c. Information about products or services.
- d. Questions and answers.
- e. Forms.
- f. Logo, brand, tagline.
- g. Design ideas.
- h. Other.

WHO QUESTIONS

1. Who are you?

Write a short paragraph that describes you or your company and the products or services you want to promote on the web site.

2. Who is your audience?

- a. Describe a typical person that would make up part of your target audience.
- b. What is the age group?
- c. List some other web sites they may normally visit.
- d. Do they have a disability that should be taken into account in the design?

3. Who are your competitors?

- a. List your competitors and the address of their web sites.
- b. Is there a competitor's web site that you particularly like? Why?
- c. Is there a competitor's web site that you particularly dislike? Why?

HOW QUESTIONS

1. How big do you expect your site to be?

- a. Up to 10 pages.
- b. 10 to 20 pages.
- c. 20 to 50 pages.
- d. 50 to 100 pages.
- e. Over 100 pages.

2. How do you differentiate yourself from your competitors?

- a. A better or different product. What is the difference?
- b. A better or different service. What is the difference?
- c. A better price.
- d. Other.

3. How would you like to maintain your web site?

- a. You will make updates yourself. Do you require training?
- b. You would like someone else to do the updates.

4. How would visitors normally find your web site?

- a. Search engine.
- b. Other media.
- c. Signs, vehicle signage etc.
- d. References from other sites. Which sites?
- e. Other.

5. How do you want to market your site?

- a. Search engines.
- b. Internet marketing on popular web sites.
- c. Traditional media marketing.
- d. Newsletters.
- e. Affiliate programs (e.g. Amazon.com)
- f. Reciprocal linking. (Exchange links with other website owners.)
- g. Other.

WHEN QUESTIONS

1. When do you want your web site to go live?

- a. Do you have a specific date in mind for the launch of your website?
- b. Does it coincide with another event?
- c. Can it be implemented in stages?

Once you have completed the worksheet to your satisfaction, forward it to designer@artisanwebdesign.co.nz. We will send you back a proposal at no cost to you.