**Project Overview**

What is your current or intended website address?

*Answer:*

Who currently hosts the website?

*Answer:*

What is driving the need for a new/improved/refreshed website?

*Answer:*

Do you have an agreed deadline/timeline? Has this date/time of the year been chosen for a reason?

*Answer:*

Do you have any brand guidelines or a set identity we should follow?

*Answer:*

**Current Website (If Applicable)**

What do you like / dislike about your current website?

*Answer:*

What shortcomings exist on your current site?

*Answer:*

What functionality is present / lacking on your current site?

*Answer:*

What do you feel works / doesn’t work on your current site?

*Answer:*

**Content – written / images / downloadable content**

Who will be responsible for providing content for the site?

*Answer:*

Do you plan to use any existing content or refresh the messages?

*Answer:*

Who is your target audience? Have you identified them?

*Answer:*

What are your key messages to each identified audience?

*Answer:*

What, do you feel makes you different from the competition? What is your unique selling point?

*Answer:*

Describe why site visitors currently do business with you rather than with a competitor. Do you have testimonials?

*Answer:*

**Design – look and feel**

What design styles / colours / imagery do you like?

*Answer:*

Do you already make us of a consistent colour scheme across online and offline collateral?

*Answer:*

Are there any particular websites that you like/or would like to draw inspiration from? Why? (Specific page elements, colours, typography, imagery etc)

*Answer:*

Do you have any existing photography, images or graphics that you would like to use on the new site?

*Answer:*

**Functionality & features / site layout**

Please outline the top-level navigation, including any sub level pages?

*Answer:*

What functionality will be required on your site? (Animated image slider, rotating testimonials, contact form for example)

*Answer:*

Will the new site feature any video, music or animated content?

*Answer:*

Do you plan to run email campaigns or other promotional campaigns alongside your new website?

*Answer:*

Will a data capture be required on the site, for the purposes of newsletter mailing etc?

*Answer:*

Will you integrate any social media into the site. Such a social sharing buttons, feeds and links to social platforms?

*Answer:*

Is a CMS (content management system) a requirement? If so, it is needed site wide or just for regularly updated pages, such as blog and news pages for example?

*Answer:*

**SEO (Serach Engine Optimisation):**

Our plan will include provision for some technical / on-page optimisation. Have you considered how visitors will find your website?

*Answer:*

Do you have an idea of key search terms that you wish to be found for?

*Answer:*

Do you have a clear idea of the profile of your customers who are visiting your site? Have you created or developed customer personas?

*Answer:*

Does your site/s currently have Google Analytics or any other tracking / usability software?. If so, can we access?

*Answer:*