

Web Site Needs Analysis

As you consider creating or updating your website it is important to examine your specific needs and considerations. To ensure that we give you the most accurate quote we ask that you take some time to go through this questionnaire and answer to the best of your ability.

If you already have a website, first question to answer is this:

What feedback have you received about the existing web site? What is working? What is not?

Website Goals & Objectives:

- 1.
- 2.
- 3.

TARGET AUDIENCE

Who is your target audience for this solution? (e.g. clients, suppliers, partners, investors, general public, employees, domestic, international, etc.)

What are the demographics of target audience? (e.g. age, gender, education, etc.)

What kind of information will these users expect to find at the site?

What kind of services are you seeking? Please check off as many as you like:

	CMS (self-editable website, blog etc)
	Email newsletter and delivery
	Calendar of Events module
	Password Protected Area (for clients or members)
	Client registration and services (private area for them to receive specific client info)
	Ecommerce, Products
	Ecommerce, Digital Services (Gift Certificate Downloads)
	Mobile friendly website
	Integrating a 3rd party Online appointments & invoicing
	Integrating Social Networking with Website (Facebook, Twitter, YouTube)
	Other (please specify)

What functionality will be critical to your site's success?

How will you measure success?

What is the budget for development and for monthly hosting and support?

What is the desired launch date of the site?

What other features would you like to have quoted for your business, choose as many as you would like quoted for:

	Reviews with star ratings & comment areas
	JQuery Slide Show
	Video embed
	Photo gallery
	Online treatment match questionnaire
	Advertising management
	Revolving testimonials
	Breadcrumb Technology for easy navigation
	Site Wide Search
	Link Building of inbound links

BRANDING AND MARKETING

What are the existing brand standards? (e.g., logo, typography, colors, voice of content, character of imagery, audio, etc.)

Is a style guide that defines brand standards available?

Yes No

Are there any marketing activities or campaigns that need be integrated into the website? If so, please list.

SITE CONTENT & NAVIGATION FLOW

Besides your existing content, do you have any extra content for use in the website that you would like to add?

Yes No

What other content would you like to see on the site?

Are there any niche service offerings you offer that your competitors don't?

Who will be creating additional content? Do you need the services of a copywriter?

COMPETITIVE RESEARCH

Who is your primary competitor and what do you like/dislike about their site?

List 3 other sites you like/dislike? They don't have to be competitors. List why you like and what you don't like about a site function, feature, colouring, information flow, etc.

1.

2.

3.

Which keyword phrases do you believe your audience is using to find your website?

List 5 Keyword phrases you wish to be found on the first page of the search results:

_____ , _____ , _____ , _____ , _____