

bizsitesolutions

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The Client Worksheet Instructions:

While it is easy to make the simple complicated, it takes skill to make the complex feel simple. That is our specialty here at BizSite Solutions.

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. Please answer each question in a clear and concise manner, and feel free to skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, please save a copy and then email it to cgiles@bizsitesolutions.com and we'll work out the right solution for you.

All about you

What's the name of your company and intended website?

Company:

Website:

Describe your company

Describe the concept/product/service your site will provide

We like to keep our address book up-to-date. Who are the main contacts for this project and what are their roles?

When would you like to start (tomorrow is pretty unlikely, sorry!)?

When does it need to be completed (yesterday is definitely out)?

What is your specific reason for these dates?

(eg, tradeshow, product launch, before the pub shuts?)

Your budget dictates how much time we can devote to your website. What are you looking to spend to achieve your vision? (eg, \$3-5K, \$5-10k, \$10-20k, \$30-40k, \$50k+)

What are you trying to do?

Give us your main reasons for commissioning a new website

In order of importance (most important first) what are the business objectives for your site (eg, improving sales rate, increase customer satisfaction, reduce time searching)

What is your measure for success, and what are you hoping to achieve? (ie, 20% increase in sales)

What aspects of your current site work well and why are they successful?

What's not so great and why do you think that is?

Who are you doing it for?

Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company and the services you offer?

What do you imagine people using your site for? What will they want to do there?

Why will people choose your site over others?

Outline any ideas for features you have for your site

How do these features support your business goals and the goals of your user?

Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company?

Tell us a bit about your competition. Who are the runners and riders in your field (including their website addresses)?

What works for them? What doesn't?

Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?

(if you can't think of any have a look through cssdrive.com or unmatchedstyle.com for a catalogue of good lookin' websites strutting their stuff)

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

Have you thought about using a CMS (content management system) to keep your site up-to-date and make changes easily?

(eg, WordPress, BusinessCatalyst, Custom Designed)

If so, what features would you like it to do?

(eg, updatable news, multiple authors, stock control, user moderation)

We also recommend every website have a Blog for both client interaction and search optimization reasons, would you like to incorporate a Blog? If so, would this be a simple "content only" Blog or a fancy community styled Blog?

(eg, WordPress blog with posts + video + other cool features)

Will you be taking payments or selling products online?

(eg, retail sales items, eProducts, collecting credit fee's, etc.)

We're curious...

Why is it you chose to contact BizSiteSolutions? Is there a particular reason you would like to work with us specifically?

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

THANK YOU.

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