



WEBSITE DEVELOPMENT PLANNING WORKSHEET

Please complete this worksheet before we commence work on the project

1. What is the name of your organisation?

2. Describe the primary services of your organisation?

3. Do you have a motto or a Slogan, if yes, please state:

4. Do you know of any organisation(s) in the same business sector as your organisation?
If yes, please list them

5. Please list a few websites that appeal to the same target audience or community, or that communicate an image or style similar to what you want?

6. Please list your primary organisational colour(s)?

7. Who will be the target audience of the website?

8. Do you have the site's content and pictures ready? Yes No

9. State the website address(URL) you want for the site

Please list as many as possible and choose simpler names (eg. www.ebraincomputers.net)

10. List some primary pages the website should cover (eg. Home, about us, contacts etc)

11. What image do you want to project to your audience?

- Traditional/Classic
- Contemporary
- Corporate/Business
- High Tech
- Nostalgic/Historical

12. Please list some **keywords** that describe your business/services/products.

13. Please specify email accounts you want us to setup in your domain name

14. Please specify Backlinks (social media sites, business listing sites, professional sites etc) you want us to setup for your websites. **NB: you can list existing ones**

15. Others (Notes)