

Website PROJECT PLANNER



We need to have a clear
understanding of your needs.
Tell us your story.

WEBSITE Planner

This checklist is aimed at assisting everyone involved in the planning process for your website.

If there is more than one stakeholder involved in the decision process for your website project it can be helpful to have each stakeholder work through their own copy of the checklist.

/project specifics

1. WHAT IS THE NAME OF YOUR COMPANY?

2. WHAT IS YOUR CURRENT/INTENDED DOMAIN NAME?

3. HAVE YOU REGISTERED YOUR DOMAIN NAME?

**4. IF NO, DO YOU REQUIRE DOMAIN NAME REGISTRATION
(OR DOMAIN TRANSFER) SERVICES?**

**5. WHO ARE THE PRIMARY CONTACTS FROM YOUR ORGANISATION AND
WHO HAS FINAL APPROVAL ON THE PROJECT?**
(Please list their name, email address and contact number)

6. WHAT IS YOUR INTENDED LAUNCH DATE FOR THE NEW SITE?

7. ARE THERE OTHER FACTORS DRIVING THE LAUNCH DATE?
(i.e. the opening of a showroom, new stock arriving, introduction of
a new service etc.)

8. WHAT IS THE NATURE OF YOUR BUSINESS? BRIEFLY DESCRIBE YOUR PRODUCTS AND/OR SERVICES.

9. DO YOU HAVE OR REQUIRE WEB AND EMAIL HOSTING SERVICES?

10. WHAT IS YOUR ALLOCATED BUDGET FOR THE WEBSITE?

/business objectives

**11. WHAT ARE YOUR PRIMARY ONLINE BUSINESS OBJECTIVES?
WHAT ARE YOUR SECONDARY OBJECTIVES?**

Primary

Secondary

12. WHAT IS THE MAIN BUSINESS PROBLEM YOU HOPE TO SOLVE WITH YOUR WEBSITE? HOW WILL YOU MEASURE THE SUCCESS OF THE SOLUTION?

13. WHAT EXISTING STRATEGY (both on and offline) IS IN PLACE IN ORDER TO MEET THE BUSINESS OBJECTIVES?

/competition

14. WHO ARE YOUR COMPETITORS?

15. WHAT ARE THEIR KEY STRENGTHS AND WEAKNESSES?

16. WHAT DO YOU FIND COMPELLING ABOUT THEM?

17. HOW ARE THEY PERCEIVED IN THE MARKET?

/audience/desired action

18. WHO IS YOUR TARGET MARKET? WHO ARE YOU TRYING TO REACH?
(age, sex, occupation, region, etc).

19. WHAT IS THE PRIMARY 'ACTION' THE USER SHOULD TAKE WHEN
THEY ARE ON YOUR SITE? (purchase, become a member, search
for information, contact you, etc.)

20. WHAT ARE THE KEY REASONS WHY THE TARGET SELECTS YOUR COMPANY'S PRODUCTS AND/OR SERVICES? (cost, service, value, etc).

/perception

21. USE A FEW ADJECTIVES TO DESCRIBE HOW THE USER SHOULD PERCEIVE THE WEBSITE. (i.e. prestigious, warm, friendly, corporate, fun, high-tech, innovative, cutting edge, etc)

22. HOW IS YOUR COMPANY CURRENTLY PERCEIVED OFFLINE DO YOU WISH TO CARRY THE SAME KIND OF MESSAGE THROUGH TO YOUR WEBSITE?

23. WHAT IS YOUR UNIQUE SELLING PROPOSITION AND HOW DO YOU DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS? please list some of your key competitors and THEIR URLS.

24. LIST ANY URLS OF SITES YOU FIND COMPELLING. WHAT SPECIFICALLY DO YOU LIKE ABOUT THESE SITES? (consider layout, colours, fonts, navigation, etc.)

25. DO YOU HAVE A COMPANY LOGO AND BRAND GUIDELINES READILY AVAILABLE?

26. COMPANY TAGLINE OR SLOGAN:

27. WHAT ARE THE NEEDS YOUR BUSINESS SATISFIES FOR YOUR CUSTOMERS? WHICH WORDS OR IMAGES BEST COMMUNICATE THOSE NEEDS IN SIMPLE AND PERSUASIVE TERMS?

28. WILL THE WEBSITE REFLECT AND REINFORCE EXISTING MARKETING STRATEGIES AND BRANDING?

29. CAN YOU PLEASE PROVIDE US WITH YOUR DETAILED SITE MAP?

30. DO YOU HAVE YOUR SITE CONTENT PREPARED (text, information, images)? IF NOT, WHEN DO YOU ESTIMATE THE CONTENT WILL BE READY?

31. DO YOU HAVE OR CAN YOU SOURCE FOR TESTIMONIALS FOR INCLUSION ON THE WEBSITE?

32. IS THERE A SPECIFIC FUNCTIONALITY THAT YOU WOULD LIKE TO FEATURE ON THE SITE? (video streaming, rss feed, online poll, online forms, audio, facebook or twitter integration, blog, etc)

/design

33. DESCRIBE THE VISUAL ELEMENTS OR CONTENT WHICH SHOULD BE UTILISED FROM YOUR CURRENT MARKETING MATERIALS: (logo, colour scheme, fonts, etc)

34. WILL YOU BE PROVIDING US WITH PHOTOGRAPHIC IMAGES AND GRAPHIC FILES FOR THE NEW SITE? PLEASE STATE THE TYPE OF IMAGES YOU WOULD LIKE TO USE. (should you require SPINN MEDIA to source and provide you with digital stock photography, a quote will be provided.)

35. WHAT COLOURS OR COLOUR SCHEMES WOULD YOU LIKE ON YOUR WEBSITE?

36. ARE THERE ANY MORE COMMENTS/SPECIFIC IDEAS WE SHOULD KEEP IN MIND?

/technology

37. ARE THERE SPECIFIC TECHNOLOGIES (flash, dhtml, javascript, real audio, video, etc) YOU WOULD LIKE TO USE ON THE SITE? IF SO, HOW WILL THEY ENHANCE THE USER EXPERIENCE? Please describe in detail.

38. DO YOU NEED TO BE ABLE TO UPDATE THE CONTENT OF WEBPAGES? WILL THIS APPLY TO MOST PAGES OR ONLY TO SOME PAGES?

39. DYNAMIC CONTENT GENERATION, SEARCH CAPABILITIES, PERSONALISATION/LOG-IN ETC AND THE LISTING OF PRODUCTS WILL REQUIRE AN ONLINE DATABASE. DO YOU ALREADY HAVE A DATABASE IN PLACE? Please describe in detail.

40. DO YOU REQUIRE IT SUPPORT SERVICES? (I.E: networking & IT solutions, server setup, systems maintenance, remote access setup, hardware repairs & upgrades, data recovery, etc.)

/e-commerce

41. WILL YOU HAVE A NEED FOR AN E-COMMERCE/SHOPPING CART FACILITY?

**42. DO YOU ALREADY OFFER TRANSACTIONS ONLINE?
Please describe in detail.**

**43. WHAT ARE YOUR E-COMMERCE REQUIREMENTS? (1 page order form
Or full shopping cart with multiple categories, order tracking, etc.)**

**44. HOW WILL TRANSACTIONS BE PROCESSED? (Phone/Fax/Mail in
payments, Manual credit card processing, Paypal,
credit transactions, etc.)**

**45. DO YOU HAVE A PAYMENT GATEWAY TO YOUR BANK (frequently this
is only appropriate for high volumes of sales)?**

46. WILL YOU ACCEPT AUSTRALIAN AND INTERNATIONAL ORDERS?

47. HOW WILL SHIPPING BE CALCULATED (if relevant)? (I.E. by weight, quantity, location etc.) CAN YOU SUPPLY A SHIPPING COST CHART FOR INTEGRATION INTO YOUR E-COMMERCE SYSTEM?

48.. WHAT OTHER REQUIREMENTS DO WISH TO HAVE FOR YOUR E-COMMERCE SYSTEM? (I.E. Customisation features)

/marketing

49. HOW WILL MOST PEOPLE FIND OUT ABOUT YOUR CURRENT WEBSITE? WHAT METHODS OF DISTRIBUTING THE URL ALREADY EXIST WITHIN THE COMPANY?

50. BRIEFLY, WHAT ARE YOUR SHORT-TERM MARKETING PLANS? (specifically for 12 months following the launch of the website)

51. DO YOU HAVE AN EXISTING OR PLANNED MARKETING STRATEGY IN MIND TO PROMOTE THE LAUNCH OF THE WEBSITE?

If so, please describe.

52. HAVE YOU CONSIDERED THE BENEFITS OF RUNNING A SEARCH ENGINE MARKETING CAMPAIGN TO INCREASE THE VALUE OF YOUR WEBSITE AND IMPROVE YOUR WEBSITE'S SEARCH ENGINE RANKING?

**53. DO YOU REQUIRE SEARCH ENGINE MARKETING SERVICES?
(I.E: SEO, Pay-Per-Click, Link Building, AdWords, etc.)**

54. DO YOU REQUIRE THE SET-UP AND DESIGN OF ANY ONE OR ALL OF THESE SOCIAL MEDIA BUSINESS PAGES: FACEBOOK, TWITTER, GOOGLE+, YOUTUBE OR PINTEREST?

[illegible]



Now sit back and enjoy that drink.
You're in good hands.