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| Google Plus Profile Image 250 X 250.png | Ilkeston Web Design |
| Derby & Nottingham Digital Marketing |
| [IlkestonWebDesign.com](http://www.ilkestonwebdesign.com) |
|  |
| Understanding Your Business |  | **0115 714 3290****07519 897 243** |
| This document will focus on several aspects of your business:**INTRODUCTION*** Your Basic Details
* URL & Hosting
* Project Timeframe
* Brief Website Summary: Goals, Purpose

**YOUR BUSINESS INFO**1. Marketing Budget
2. Business Operations
3. Design, Marketing, Branding, Identity
4. Search Engines
5. How the Website will Work
6. Additional Services & Maintenance
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| [Facebook](https/www.facebook.com/ilkestonwebdesign) |
| [Twitter / X](https://www.twitter.com/IlkestonWeb) |
| [YouTube](https://www.youtube.com/ilkestonwebdesign/videos) |
| [WhatsApp](https://wa.me/4407519897243) |
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| Ilkeston Web DesignOffice 897, 109 Vernon HouseFriar Lane, NottinghamNG1 6DQ |
|  | [www.ilkestonwebdesign.com](http://www.ilkestonwebdesign.com) |
| [Terms Service](https://www.ilkestonwebdesign.com/terms) | info@ilkestonwebdesign.com |
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| Google Plus Profile Image 250 X 250.png | Introduction |
| About you and your business |

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| **ilkeston web design logo 100x100.png** | **Your Basic Details** |
| **Business Trading Name** |  |
| **Business Registered Name** |  |
| **Company Number** |  |
| **Business Address Line 1** |  |
| **Business Address Line 2** |  |
| **Business Address Line 3** |  |
| **Business Phone(s)** |  |
| **Fax(s)** |  |
| **Business Email** |  |
| **Business Email** |  |
| **Website URL (Current)** |  |
| **Website URL (Desired)** |  |
|  |  |
| **Your Name** |  |
| **Home Address** |  |
| **Personal Phone(s)** |  |
| **Personal Phone(s)** |  |
| **Skype ID** |  |
| **Personal Email** |  |
| **Personal Email** |  |
|  |
| **A** | **URL & Hosting** | **Yes** | **No** |
| **1** | Have you read *Website Project Guide*? [[ilkestonwebdesign.com/planning](http://www.ilkestonwebdesign.com/planning)] |  |  |
| **2** | Have you read the *Agreement Terms*? [[ilkestonwebdesign.com/terms](http://www.ilkestonwebdesign.com/terms)] |  |  |
| **3** | Do you have a website at present? |  |  |
| **4** | Have you ever managed or operated a website? |  |  |
| **5** | Do you use a URL legally registered under your own name? |  |  |
| **6** | Do you use a URL that has been registered on your behalf by a third party? |  |  |
| **7** | Do you need to register a new URL? |  |  |
| **8** | Do you need to purchase a new hosting plan? |  |  |
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| **B** | **Project Timeframe** | **Yes** | **No** |
| **1** | Do you have a timeframe for this project? |  |  |
| **2** | Do you a completion date in mind? |  |  |
| **3** | Is the project urgent? |  |  |
| **4** | Do you agree to pay a deposit of 40%? [[ilkestonwebdesign.com/terms](http://www.ilkestonwebdesign.com/terms)] |  |  |
| **5** | Do you agree to the contract? [[ilkestonwebdesign.com/terms](http://www.ilkestonwebdesign.com/terms)] |  |  |
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| Business Operations

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| **C** | **Business market** |
| **1** | ***What do you do?*** |
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| **D** | **Ideal customer** |
| **1** | ***Can you describe your clientele age, gender, location, lifestyle and income?*** |
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| **E** | **Strengths, weaknesses, opportunities, threats (SWOT)** |
| **1** | ***What is good could be better, is exciting and is worrying for you?*** |
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| **F** | **Qualifications & Awards** | **Yes** | **No** |
| **1** | ***Do you hold any relevant academic qualifications?*** |  |  |
| **2** | ***Have you won any awards?*** |  |  |
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| **G** | **Business Insurance** | **Yes** | **No** |
| **1** | ***Do you have public liability insurance?*** |  |  |
| **2** | ***Is there specific insurance you need for your operations?*** |  |  |
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| **H** | **Business Licenses** | **Yes** | **No** |
| **1** | ***Is there specific licensing you need for your operations?*** |  |  |
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| **I** | **Staff** (Information that could be used on website About page) | **Yes** | **No** |
| **1** | ***Do you have any staff?*** |  |  |
| **2** | ***If you have any staff, will they be involved with the management of the website?*** |  |  |
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| **J** | **Operating location** | **Yes** | **No** |
| **1** | ***Do you operate in a particular geographic location(s)?*** |  |  |
| **2** | ***Are you a fixed location business?*** |  |  |
| **3** | ***Are you a home based business?*** |  |  |
| **4** | ***Do you serve customers at their location?*** |  |  |
| **5** | ***Do customers visit your premises?*** |  |  |
| **6** | ***Do you rent a virtual office?*** |  |  |
| **7** | ***Do you rent a mail forwarding service?*** |  |  |
| **8** | ***Do you protect your home address for security reasons?*** |  |  |
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| **K** | **Operating location** | **Yes** | **No** |
| **1** | ***Do you accept Cash?*** |  |  |
| **2** | ***Do you accept Debit Card*** |  |  |
| **3** | ***Do you accept Credit Card*** |  |  |
| **4** | ***Do you accept BACs*** |  |  |
| **5** | ***Do you accept Cheque*** |  |  |
| **6** | ***Do you accept PayPal*** |  |  |
| **7** | ***Do you sell via online checkout system*** |  |  |
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| **L** | **Customer Communication** | **Yes** | **No** |
| **1** | ***Do you communicate with customers via email?*** |  |  |
| **2** | ***Do you communicate with customers by phone?*** |  |  |
| **3** | ***Do you communicate with customers on messenger apps?*** |  |  |
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Website Goals and PurposeIn this initial stage, the designer needs to identify the website’s end goal, usually in close collaboration with the client or other stakeholders. You might want to come back to this page later.This is the most important part of any web design process. If these questions aren’t all clearly answered in the brief, the whole project can set off in the wrong direction.Make sure you understand the website’s target audience, and develop a working knowledge of the competition.

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| **M** | **Primary website audience…** |
| **1** | ***What kind of customer is the website aimed?*** |
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| **N** | **Primary website function…** |
| **1** | ***What would your customers expect to find or do on your website?*** |
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| **O** | **Attracting website visitors…** |
| **1** | ***How do you expect your primary customers to learn about or discover your website?*** |
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| **P** | **How you imagine your website be different or unique…** |
| **1** | ***How do you consider different or better than business competitors?*** |
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Marketing Budget |
| **Q** | **The cost…** |
| **1** | ***What is your budget for a new website design, development and build?*** |
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| **R** | **Digital advertising budget** | **Yes** | **No** |
| **1** | *Do you intend to advertise on any digital channels?* |  |  |
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| **S** | **Print advertising budget** | **Yes** | **No** |
| **1** | ***Do you have a budget for newspaper/directory ads?*** |  |  |
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Design, Marketing, Branding, Identity

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| **T** | **Colour scheme** | **Yes** | **No** |
| **1** | Do you use a particular colour scheme or identity? |  |  |
| **2** | Would you like to maintain a consistent design? |  |  |
| **3** | Do you have or could you provide brand/identity guidelines? |  |  |
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| **U** | **Themes/ideas/concepts/narratives** | **Yes** | **No** |
| **1** | Do you have a running theme or concept in your business? |  |  |
| **2** | Is there a particular marketing angle you would like to project? |  |  |
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| **V** | **Brochure** | **Yes** | **No** |
| **1** | Do you have a printed sales brochure? |  |  |
| **2** | Will it be possible to look at a copy for brand analysis purposes? |  |  |
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| **W** | **Copy writing** | **Yes** | **No** |
| **1** | ***Do you have a slogan or tagline?*** |  |  |
| **2** | ***Do you have a company mission statement?*** |  |  |
| **3** | ***Do you have any specific headlines you want to use?*** |  |  |
| **4** | ***Can you summarise your services in less than 10 words?*** |  |  |
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| **X** | **Graphic logo** | **Yes** | **No** |
| **1** | ***Do you have a business logo?*** |  |  |
| **2** | ***If you have a logo, can you supply this to us?*** |  |  |
| **3** | ***Is this logo high quality/high resolution?*** |  |  |
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| **Y** | **Stock photography & images** | **Yes** | **No** |
| **1** | ***Do you have stock photography you want to use?*** |  |  |
| **2** | ***Do you have permission to use any images you already have?*** |  |  |
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| **Z** | **Company vehicle** | **Yes** | **No** |
| **1** | ***Do you have a vehicle branded with graphics/logo?*** |  |  |
| **2** | ***Do you require vehicle graphics (e.g. website URL)?*** |  |  |
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| **AA** | **Stationery** | **Yes** | **No** |
| **1** | ***Do you have an invoice template?*** |  |  |
| **2** | ***Do you have a letterhead template?*** |  |  |
| **3** | ***Do you have a business card?*** |  |  |
| **4** | ***Could you supply examples of any of the above?*** |  |  |
| **5** | ***Do you require letterhead and/or business card designs?*** |  |  |
| **6** | ***Do you supply information to customers on USB sticks?*** |  |  |
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| **AB** | **Mobile device technology** | **Yes** | **No** |
| **1** | ***Do you use QR codes?*** |  |  |
| **2** | ***Do you know what QR codes are?*** |  |  |
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| **AC** | **Newsletter** | **Yes** | **No** |
| **1** | ***Do you have a company newsletter?*** |  |  |
| **2** | ***Do you have use email to send a digital newsletter?*** |  |  |
| **3** | ***Do you have email newsletter list management software?*** |  |  |
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| **AD** | **Social Media** | **Yes** | **No** |
| **1** | ***Do you use social media for your business?*** |  |  |
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| **AE** | **Print ads** | **Yes** | **No** |
| **1** | ***Do you advertise in the newspapers?*** |  |  |
| **2** | ***Do you advertise in business directories?*** |  |  |
| **3** | ***Do you sponsor events or clubs?*** |  |  |
| **4** | ***Do you distribute flyers/leaflets?*** |  |  |
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| **AF** | **Internet ads** | **Yes** | **No** |
| **1** | ***Have you used Pay Per Click ads (PPC) before?*** |  |  |
| **2** | ***Do you currently advertise using Google Adwords?*** |  |  |
| **3** | ***Do you currently advertise using Facebook ads?*** |  |  |
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| **AG** | **Online listings** | **Yes** | **No** |
| **1** | ***Have you published online business directory listings?*** |  |  |
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| **AH** | **Website analytics & monitoring** | **Yes** | **No** |
| **1** | ***Do you want to track visitors and their activity on the site?*** |  |  |
| **2** | ***Would you like to have the free Google Analytics installed?*** |  |  |
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| **AI** | **TV & radio** | **Yes** | **No** |
| **1** | ***Have you run adverts on television?*** |  |  |
| **2** | ***Have you run adverts on radio?*** |  |  |
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| **AJ** | **Video**  | **Yes** | **No** |
| **1** | ***Do you have any internet videos promoting your business?*** |  |  |
| **2** | ***Do you have a YouTube video channel?*** |  |  |
| **3** | ***Do you have a piece of film or animation?*** |  |  |
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| **AK** | **Audio** | **Yes** | **No** |
| **1** | ***Do you provide on demand audio clips?*** |  |  |
| **2** | ***Do you have any pre recorded voicemail messages?*** |  |  |
| **3** | ***Do you have any pre recorded voiceover clips?*** |  |  |
| **4** | ***Do you have a musical jingle or audio motif?*** |  |  |
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| **AL** | **Trade associations** |
| **1** | ***List any clubs, networks, trade associations or membership bodies you are affiliated with*** |
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| **AM** | **Look, feel, personality** |
| **1** | ***Do you have ideas for branding or identity?***  |
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Search engines

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| **AN** | **Website Content Keywords** | **Yes** | **No** |
| **1** | ***Have you performed any keyword research?*** |  |  |
| **2** | ***Do you want to target any particular keywords?*** |  |  |
| **3** | ***Do you get asked a lot of particular questions by customers?*** |  |  |
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| **AO** | **Google Business Profile** | **Yes** | **No** |
| **1** | ***Is your business registered on Google Maps?*** |  |  |
| **2** | ***Do you have any Google Reviews?*** |  |  |
| **3** | ***Do you have a Google Business Profile?*** |  |  |
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| **AP** | **Google search engine results positioning** | **Yes** | **No** |
| **1** | ***Is a high search engine position important to you?*** |  |  |
| **2** | ***Do you know that search results change daily?*** |  |  |
| **3** | ***Do you accept we cannot guarantee any search ranking?*** |  |  |
| **4** | ***Do you know what “Page Rank” is?*** |  |  |
| **5** | ***Do you know what “backlinks” are?*** |  |  |
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| **AQ** | **Google search engine penalties** | **Yes** | **No** |
| **1** | ***Are you aware that Google penalizes bad websites?***  |  |  |
| **2** | ***Do you know what “bad links” are?*** |  |  |
| **3** | ***Have you ever used the Google “Disavow” tool?*** |  |  |
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| **AR** | **Website Analytics** | **Yes** | **No** |
| **1** | ***Have you used any data analytics software before?*** |  |  |
| **2** | ***Would you like to monitor your website search engine status?*** |  |  |
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How the website will work

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| **AS** | **Customer contact** | **Yes** | **No** |
| **1** | ***Do you want to receive enquires via the website?*** |  |  |
| **2** | ***Do you want to sell directly via the website?*** |  |  |
| **3** | ***Can you provide the email address to receive emails at?*** |  |  |
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| **AT** | **Mobile devices** | **Yes** | **No** |
| **1** | ***Do you want the website to adapt the width for different devices?*** |  |  |
| **2** | ***Have you heard of "responsive" or "adaptive" web design?*** |  |  |
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| **AU** | **Website Pages** | **Yes** | **No** |
| **1** | ***How many pages do you think you’ll need?*** |  |  |
| **2** |  |  |  |
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| **AV** | **Image sliders** | **Yes** | **No** |
| **1** | ***Do you want an image slideshow?*** |  |  |
| **2** |  |  |  |
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| **AW** | **Content** | **Yes** | **No** |
| **1** | ***Do you want a blog/news section on your website?*** |  |  |
| **2** |  |  |  |
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| Additional Services & Maintenance |
| **AX** | **Ongoing website management** |
| **1** | ***How often do you expect to add new content to the site?*** |
| **2** |  |
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| **AY** | **Online local business info listings** | **Yes** | **No** |
| **1** | ***Do submit business info to online directories such as Yell?*** |  |  |
| **2** |  |  |  |
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