



Ilkeston Web Design

Derby & Nottingham Digital Marketing

IlkestonWebDesign.com

Understanding Your Business

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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[Terms Service](#)

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Introduction

About you and your business



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 <i>Website Project Guide</i> ? [ilkestonwebdesign.com/planning]		
2	Have you read the <i>Agreement Terms</i> ? [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?		
	Please write your notes here		

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]		
5	Do you agree to the contract? [ilkestonwebdesign.com/terms]		
	Please write your notes here		

Business Operations

C

Business market

1

What do you do?



Please write your notes here

D

Ideal customer

1

Can you describe your clientele age, gender, location, lifestyle and income?



Please write your notes here

E


Strengths, weaknesses, opportunities, threats (SWOT)


1


What is good could be better, is exciting and is worrying for you?




Please write your notes here


F	Qualifications & Awards	Yes	No
1	<i>Do you hold any relevant academic qualifications?</i>		
2	<i>Have you won any awards?</i>		
	Please write your notes here		


G	Business Insurance	Yes	No
1	<i>Do you have public liability insurance?</i>		
2	<i>Is there specific insurance you need for your operations?</i>		
	Please write your notes here		


H	Business Licenses	Yes	No
1	<i>Is there specific licensing you need for your operations?</i>		
	Please write your notes here		

I	Staff (Information that could be used on website About page)	Yes	No
1	<i>Do you have any staff?</i>		
2	<i>If you have any staff, will they be involved with the management of the website?</i>		
	Please write your notes here		

J	Operating location	Yes	No
1	<i>Do you operate in a particular geographic location(s)?</i>		
2	<i>Are you a fixed location business?</i>		
3	<i>Are you a home based business?</i>		
4	<i>Do you serve customers at their location?</i>		
5	<i>Do customers visit your premises?</i>		
6	<i>Do you rent a virtual office?</i>		
7	<i>Do you rent a mail forwarding service?</i>		
8	<i>Do you protect your home address for security reasons?</i>		

	Please write your notes here		
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K	Operating location	Yes	No
1	<i>Do you accept Cash?</i>		
2	<i>Do you accept Debit Card</i>		
3	<i>Do you accept Credit Card</i>		
4	<i>Do you accept BACs</i>		
5	<i>Do you accept Cheque</i>		
6	<i>Do you accept PayPal</i>		
7	<i>Do you sell via online checkout system</i>		
	Please write any notes here		

L	Customer Communication	Yes	No
1	<i>Do you communicate with customers via email?</i>		
2	<i>Do you communicate with customers by phone?</i>		
3	<i>Do you communicate with customers on messenger apps?</i>		
	Please any notes here		

Website Goals and Purpose

In 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.

M

Primary website audience...

1

What kind of customer is the website aimed?



Please write your notes here

N

Primary website function...

1

What would your customers expect to find or do on your website?



Please write your notes here

O

Attracting website visitors...

1

How do you expect your primary customers to learn about or discover your website?



Please write your notes here



P

How you imagine your website be different or unique...

1

How do you consider different or better than business competitors?



Please write your notes here

Marketing Budget

Q

The cost...

1

What is your budget for a new website design, development and build?



Please write your notes here

R

Digital advertising budget

Yes

No

1


Do you intend to advertise on any digital channels?





Please write your notes here


S	Print advertising budget	Yes	No
1	<i>Do you have a budget for newspaper/directory ads?</i>		
	Please write your notes here		

Design, Marketing, Branding, Identity

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?		
	Please write any notes here		


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?		
	Please write your notes here		

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?		
	Please write your notes here		


W	Copy writing	Yes	No
1	<i>Do you have a slogan or tagline?</i>		
2	<i>Do you have a company mission statement?</i>		
3	<i>Do you have any specific headlines you want to use?</i>		
4	<i>Can you summarise your services in less than 10 words?</i>		
	Please write your notes here		

X	Graphic logo	Yes	No
1	<i>Do you have a business logo?</i>		


2	<i>If you have a logo, can you supply this to us?</i>		
3	<i>Is this logo high quality/high resolution?</i>		

	Please write your notes here
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Y	Stock photography & images	Yes	No
1	<i>Do you have stock photography you want to use?</i>		
2	<i>Do you have permission to use any images you already have?</i>		


	Please write your notes here
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Z	Company vehicle	Yes	No
1	<i>Do you have a vehicle branded with graphics/logo?</i>		

2	<i>Do you require vehicle graphics (e.g. website URL)?</i>		
	Please write your notes here		

AA	Stationery	Yes	No
1	<i>Do you have an invoice template?</i>		
2	<i>Do you have a letterhead template?</i>		
3	<i>Do you have a business card?</i>		
4	<i>Could you supply examples of any of the above?</i>		
5	<i>Do you require letterhead and/or business card designs?</i>		
6	<i>Do you supply information to customers on USB sticks?</i>		

	Please write your notes here		
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AB	Mobile device technology	Yes	No
1	<i>Do you use QR codes?</i>		
2	<i>Do you know what QR codes are?</i>		
	Please write your notes here		

AC	Newsletter	Yes	No
1	<i>Do you have a company newsletter?</i>		
2	<i>Do you have use email to send a digital newsletter?</i>		
3	<i>Do you have email newsletter list management software?</i>		
	Please write your notes here		

AD	Social Media	Yes	No
1	<i>Do you use social media for your business?</i>		



Please write your notes here

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?



Please write your notes here

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?		
	Please write your notes here		

AG	Online listings	Yes	No
1	<i>Have you published online business directory listings?</i>		
	Please write your notes here		

AH	Website analytics & monitoring	Yes	No
1	<i>Do you want to track visitors and their activity on the site?</i>		
2	<i>Would you like to have the free Google Analytics installed?</i>		



Please write your notes here

AI

TV & radio

Yes

No

1

Have you run adverts on television?

2

Have you run adverts on radio?



Please write your notes here

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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Please write your notes here

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?

--	--



Please write your notes here

AL

Trade associations

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1 *List any clubs, networks, trade associations or membership bodies you are affiliated with*



Please write your notes here

AM **Look, feel, personality**

1 *Do you have ideas for branding or identity?*



Please write your notes here

Search engines

AN	Website Content Keywords	Yes	No
1	<i>Have you performed any keyword research?</i>		
2	<i>Do you want to target any particular keywords?</i>		
3	<i>Do you get asked a lot of particular questions by customers?</i>		



Please write your notes here

AO	Google Business Profile	Yes	No
1	<i>Is your business registered on Google Maps?</i>		
2	<i>Do you have any Google Reviews?</i>		
3	<i>Do you have a Google Business Profile?</i>		



Please write your notes here

AP	Google search engine results positioning	Yes	No
1	<i>Is a high search engine position important to you?</i>		
2	<i>Do you know that search results change daily?</i>		
3	<i>Do you accept we cannot guarantee any search ranking?</i>		
4	<i>Do you know what "Page Rank" is?</i>		
5	<i>Do you know what "backlinks" are?</i>		




Please write your notes here


AQ	Google search engine penalties	Yes	No
1	<i>Are you aware that Google penalizes bad websites?</i>		
2	<i>Do you know what "bad links" are?</i>		
3	<i>Have you ever used the Google "Disavow" tool?</i>		



Please write your notes here

AR	Website Analytics	Yes	No
1	<i>Have you used any data analytics software before?</i>		
2	<i>Would you like to monitor your website search engine status?</i>		
	Please write your notes here		

How the website will work

AS	Customer contact	Yes	No
1	<i>Do you want to receive enquires via the website?</i>		
2	<i>Do you want to sell directly via the website?</i>		
3	<i>Can you provide the email address to receive emails at?</i>		
	Please write your notes here		



AT	Mobile devices	Yes	No
1	<i>Do you want the website to adapt the width for different devices?</i>		
2	<i>Have you heard of "responsive" or "adaptive" web design?</i>		



Please write your notes here

AU	Website Pages	Yes	No
1	<i>How many pages do you think you'll need?</i>		
2			



Please write your notes here



AV	Image sliders	Yes	No
1	<i>Do you want an image slideshow?</i>		
2			



Please write your notes here

AW	Content	Yes	No
1	<i>Do you want a blog/news section on your website?</i>		
2			



Please write your notes here

Additional Services & Maintenance

AX

Ongoing website management

1

How often do you expect to add new content to the site?

2



Please write your notes here

AY

Online local business info listings

Yes

No

1

Do submit business info to online directories such as Yell?

2



Please write your notes here