

Ilkeston Web Design

Derby & Nottingham Digital Marketing

llkestonWebDesign.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	

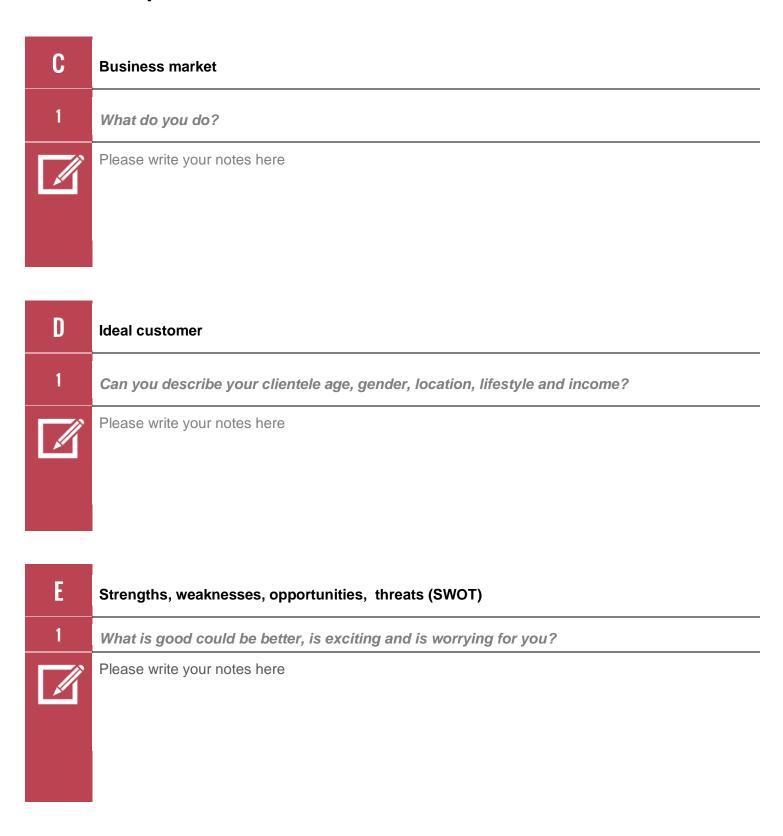
A	URL & Hosting	Yes	No
1	Have you read Website Project Guide? [ilkestonwebdesign.com/planning]		
2	Have you read the Agreement Terms? [ilkestonwebdesign.com/terms]		
3	Do you have a website at present?		
4	Have you ever managed or operated a website?		
5	Do you use a URL legally registered under your 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?		



В	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]		



Business Operations



F	Qualifications & Awards	Yes	No
- 1	Do you hold any relevant academic qualifications?		
2	Have you won any awards?		
	Diagon write vous notes have		



G	Business Insurance	Yes	No
1	Do you have public liability insurance?		
2	Is there specific insurance you need for your operations?		



Please write your notes here

Н	Business Licenses	Yes	No
1	Is there specific licensing you need for your operations?		



-1	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?		



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?		



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		





Please any notes here

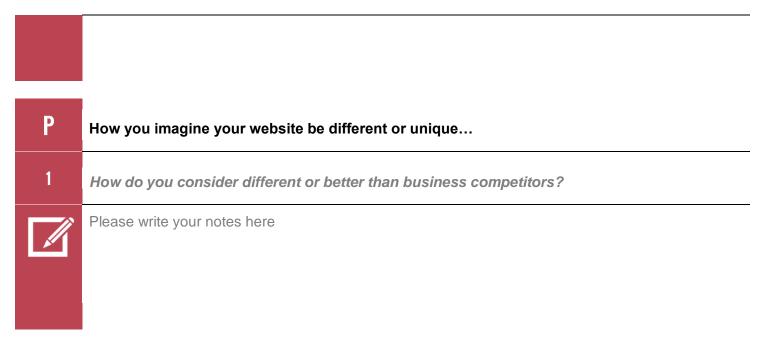
Website Goals and Purpose

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
0	Attracting website visitors
1	How do you expect your primary customers to learn about or discover your website?
	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	Do you have a budget for newspaper/directory ads?		
	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?		



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?		



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?		



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?	



γ	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?		



Z	Company vehicle	Yes	No
1	Do you have a vehicle branded with graphics/logo?		





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?		



AB Mob	oile device technology	Yes	No
1 Do y	you use QR codes?		
2 Do y	you know what QR codes are?		



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?		



AD	Social Media	Yes	No
1	Do you use social media for your business?		



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?		



AF	Internet ads	Yes	No
1	Have you used Pay Per Click ads (PPC) before?		
2	Do you currently advertise using Google Adwords?		



AG	Online listings	Yes	No
1	Have you published online business directory listings?		

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?		



Al	TV & radio	Yes	No
1	Have you run adverts on television?		
2	Have you run adverts on radio?		



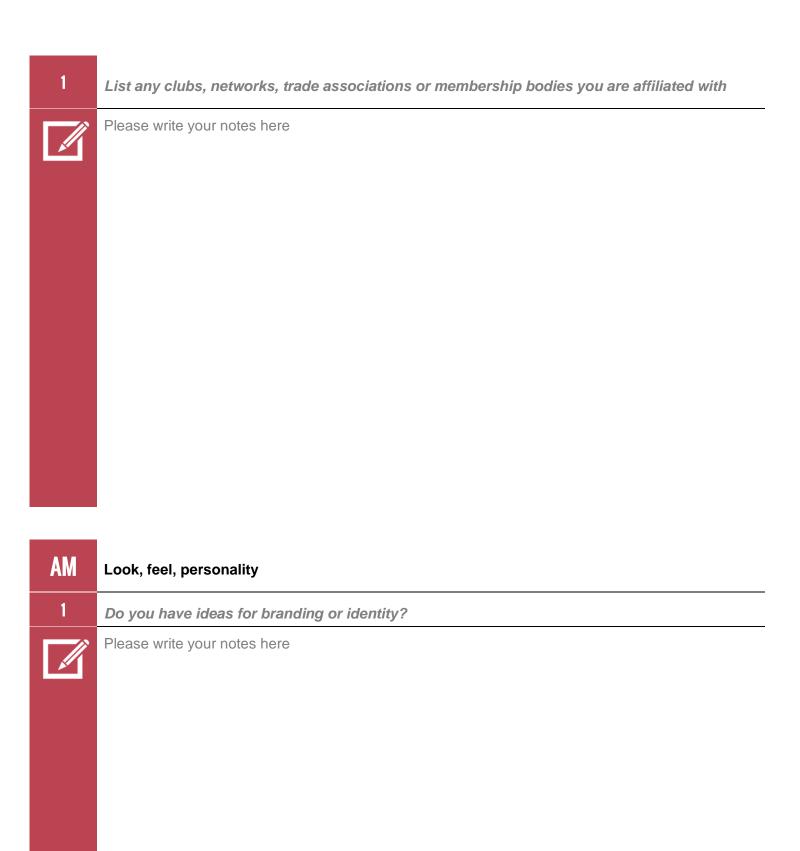
AJ	Video	Yes	No
1	Do you have any internet videos promoting your business?		
2	Do you have a YouTube video channel?		





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?		





Search engines

Website Content Keywords	Yes	No
Have you performed any keyword research?		
Do you want to target any particular keywords?		
Do you get asked a lot of particular questions by customers?		
	Have you performed any keyword research? Do you want to target any particular keywords?	Have you performed any keyword research? Do you want to target any particular keywords?



Please write your notes here

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?		



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?		



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?		



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?		
	Diagon write your notes here		



How the website will work

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?		



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?		



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



AV	Image sliders	Yes	No
1	Do you want an image slideshow?		
2			

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



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			

