



# Ilkeston Web Design

Derby & Nottingham Digital Marketing

[www.ilkestonwebdesign.com](http://www.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

Please read the terms (follow link below)

[ilkestonwebdesign.com/terms](http://ilkestonwebdesign.com/terms)



0115 714 3290

07519 897 243



[facebook.com/ilkestonwebdesign](https://facebook.com/ilkestonwebdesign)



[twitter.com/IlkestonWeb](https://twitter.com/IlkestonWeb)



[youtube.com/ilkestonwebdesign/videos](https://youtube.com/ilkestonwebdesign/videos)



[ilkestonwebdesign.com/plus](https://ilkestonwebdesign.com/plus)



[ilkestonwebdesign.com/review](https://ilkestonwebdesign.com/review)



Ilkeston Web Design  
Office 897, 109 Vernon House  
Friar Lane, Nottingham  
NG1 6DQ



[www.ilkestonwebdesign.com](http://www.ilkestonwebdesign.com)



[info@ilkestonwebdesign.com](mailto:info@ilkestonwebdesign.com)

Find this document online

[ilkestonwebdesign.com/questionnaire](http://ilkestonwebdesign.com/questionnaire)



# Introduction



About you and your business





## Your Basic Details

<b>Business Trading Name</b>	
<b>Business Registered Name</b>	
<b>Company Number</b>	
<b>Business Address Line 1</b>	
<b>Business Address Line 2</b>	
<b>Business Address Line 3</b>	
<b>Business Phone(s)</b>	
<b>Fax(s)</b>	
<b>Business Email</b>	
<b>Business Email</b>	
<b>Website URL (Current)</b>	
<b>Website URL (Desired)</b>	

<b>Your Name</b>	
<b>Home Address</b>	
<b>Personal Phone(s)</b>	
<b>Personal Phone(s)</b>	
<b>Skype ID</b>	
<b>Personal Email</b>	
<b>Personal Email</b>	

 <b>URL &amp; Hosting</b>	<b>Yes</b>	<b>No</b>
Have you read <i>Planning Your Website</i> ? [ <a href="http://ilkestonwebdesign.com/planning">ilkestonwebdesign.com/planning</a> ]		
Have you read the <i>Agreement Terms</i> ? [ <a href="http://ilkestonwebdesign.com/terms">ilkestonwebdesign.com/terms</a> ]		
Do you have a website at present?		
Have you owned or operated a website in the past?		
Do you use a URL legally registered under your own name?		
Do you use a URL that has been registered on your behalf by a third party?		
Do you need to register a new URL?		
Do you need to purchase a new hosting plan?		
Other...		
	Please write your notes here	

 <b>Project Timeframe</b>	<b>Yes</b>	<b>No</b>
Do you have a timeframe for this project?		
Do you a completion date in mind?		
Is the project urgent?		
Do you agree to pay a deposit of 30%? [ <a href="http://ilkestonwebdesign.com/terms">ilkestonwebdesign.com/terms</a> ]		
Do you agree to the contract? [ <a href="http://ilkestonwebdesign.com/terms">ilkestonwebdesign.com/terms</a> ]		
	Please write your notes here	

# Website Summary: Goals, 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.



**Who is the site for?**

---



Please write your notes here



**What do they expect to find or do there?**

---



Please write your notes here



**Is this website's primary aim to inform, to sell, or to amuse?**

---



Please write your notes here



**What competitor sites, if any, exist, and how should this site be inspired by/different than, those competitors?**

---



Please write your notes here

# Your Business

A closer look at your business

## 1. Your Marketing Budget

**A**

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



Please write your notes here

**B**

**Digital advertising budget**

**Yes**

**No**

Do you have a budget for Google Adwords?

Do you have a budget for Facebook ads?

Do you intend to advertise on any other digital channels?



Please write your notes here

**C**

**Print advertising budget**

**Yes**

**No**

Do you have a budget for newspaper/directory ads?



Please write your notes here

## 2. Your Business Operations

A

**What do you do?**



Please write your notes here

B

**Competitors**

**Yes**

**No**

Can you name any competitors?



Please write your notes here

C

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



Please write your notes here

D

**Please note any strengths, weaknesses, opportunities or threats (SWOT)**



Please write your notes here

E	<b>Qualifications &amp; Awards</b>	<b>Yes</b>	<b>No</b>
	Do you hold any relevant academic qualifications?		
	Have you won any awards?		



Please write your notes here

F	<b>Insurance</b> (Useful for mentioning in website legal small print)	<b>Yes</b>	<b>No</b>
	Do you have public liability insurance?		
	Is there any other insurance you have we should know about?		





Please write your notes here

G	<b>Licenses</b> (Useful for mentioning in website legal small print)	<b>Yes</b>	<b>No</b>
	Do you hold or require a DBS license to operate?		
	Do you require a food operations licence to operate?		
	Please list any licenses you hold or require below		



Please write your notes here

H	Staff (Information that could be used on website About page)	Yes	No
	Do you have permanent staff?		
	Do you contract work to staff responsible for their own taxes?		
	Do you outsource work to third parties?		
	Will your staff contribute to your website About page?		
	Please write your notes here		

I	Operating location	Yes	No
	Are you a fixed location business?		
	Are you a home based business?		
	Do you serve customers at their location?		
	Do customers visit your premises?		
	Do you rent a virtual office?		
	Do you rent a mail forwarding service?		
	Do you need to protect your home address for security reasons?		
	Do you operate in a particular geographic location(s)?		
	Please write your notes here		



J	Payment types you accept	Yes	No
	Cash		
	Debit Card		
	Credit Card		
	BACs		
	Cheque		
	PayPal		
	Online checkout system		
	Other...		




Please write any notes here


K	Email Address	Yes	No
	Do you communicate with customers via email?		





Please any notes here


### 3. Design, Marketing, Branding, Identity


A	Colour scheme	Yes	No
	Do you use a particular colour scheme or identity?		
	Would you like to maintain a consistent design?		
	Do you have or could you provide brand/identity guidelines?		
	Please write any notes here		


B	Themes/ideas/concepts/narratives	Yes	No
	Do you have a running theme or concept in your business?		
	Is there a particular marketing angle you would like to project?		
	Please write your notes here		


C	Brochure	Yes	No
	Do you have a printed sales brochure?		
	Will it be possible to look at a copy for brand analysis purposes?		
	Please write your notes here		


D	Copy writing	Yes	No
	Do you have a slogan or tagline?		
	Do you have a company mission statement?		
	Do you have any specific headlines you want to use?		
	Can you summarise your services in less than 10 words?		
	Please write your notes here		


E	Graphic logo	Yes	No
	Do you have a business logo?		
	If you have a logo, can you supply this to us?		
	Is this logo high quality/high resolution?		
	Please write your notes here		


F	Stock photography & images	Yes	No
	Do you have stock photography you want to use?		
	Do you have permission to use any images you already have?		
	Please write your notes here		


G	Company vehicle	Yes	No
	Do you have a vehicle branded with graphics/logo?		
	Do you require vehicle graphics (e.g. website URL)?		
	Please write your notes here		


H	Stationery	Yes	No
	Do you have an invoice template?		
	Do you have a letterhead template?		
	Do you have a business card?		
	Could you supply examples of any of the above?		
	Do you require letterhead and/or business card designs?		
	Do you supply information to customers on USB sticks?		
	Please write your notes here		


I	Mobile device technology	Yes	No
	Do you use QR codes?		
	Do you know what QR codes are?		
	Please write your notes here		


J	Newsletter	Yes	No
	Do you have a company newsletter?		
	Do you have use email to send a digital newsletter?		
	Do you have email newsletter list management software?		
	Please write your notes here		

K	Social Media	Yes	No
	Do you use social media personally?		
	Do you use social media professionally?		
	Would you like to link any social media profiles to the website?		
	Please write your notes here		


L	Print ads	Yes	No
	Do you advertise in the newspapers?		
	Do you advertise in business directories?		
	Do you sponsor events or clubs?		
	Do you distribute flyers/leaflets?		
	Please write your notes here		


M	Internet ads	Yes	No
	Have you used Pay Per Click ads (PPC) before?		
	Do you currently advertise using Google Adwords?		
	Do you currently advertise using Facebook ads?		
	Please write your notes here		

N	Online listings	Yes	No
	Have you published online business directory listings?		
	Please write your notes here		

0	Website analytics & monitoring	Yes	No
	Do you want to track visitors and their activity on the site?		
	Would you like to have the free Google Analytics installed?		
	Please write your notes here		



P	TV & radio	Yes	No
	Have you run adverts on television?		
	Have you run adverts on radio?		
	Please write your notes here		

Q	Video	Yes	No
	Do you have any internet videos promoting your business?		
	Do you have a YouTube video channel?		
	Do you have a piece of film or animation?		
	Please write your notes here		

R	Audio	Yes	No
	Do you provide on demand audio clips?		
	Do you have any pre recorded voicemail messages?		
	Do you have any pre recorded voiceover clips?		
	Do you have a musical jingle or audio motif?		



Please write your notes here

S

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



Please write your notes here

T

**Do you have ideas for design, marketing, branding or identity? There are no wrong answers!**



Please write your notes here

## 4. Search engines

A

**Keywords**

**Yes**

**No**


Have you performed any keyword research?


Are you serving a specific geographical location?


Do you have keyword ideas?




Please write your notes here


B	Virtual maps	Yes	No
	Is your business address & details registered on Google Maps?		
	Do you have a Google Plus Local page? (Google My Business)		
	Would you like to have your business address listed on the map?		
	Please write your notes here		


C	Google search engine results positioning	Yes	No
	Is a high search engine position important to you?		
	Do you know that search results change daily?		
	Do you accept we cannot guarantee any search ranking?		
	Do you know what "Page Rank" is?		
	Do you know what "backlinks" are?		
	Please write your notes here		


D	Google search engine penalties	Yes	No
	Are you aware that Google penalizes bad websites?		
	Do you know what “bad links” are?		
	Have you ever used the Google “Disavow” tool?		
	Please write your notes here		

E	Google Search Console	Yes	No
	Have you used Google Search Console before?		
	Would you like to monitor your website search engine status?		
	Please write your notes here		


## 5. How the website will work

F	Customer contact	Yes	No
	Do you want a website email contact form?		
	Can you provide the email address to receive emails at?		
	Please write your notes here		


G	Mobile devices	Yes	No
	Do you want the website to adapt the width for different devices?		
	Have you heard of "responsive" or "adaptive" web design?		
	Please write your notes here		

H	Pages	Yes	No
	How many pages do you think you'll need?		
	Please write your notes here		

I	Image sliders	Yes	No
	Do you want an image slideshow?		
	Please write your notes here		

J	Content	Yes	No
	Do you want a blog/news section on your website?		
	Please write your notes here		

## 6. Additional Services & Maintenance

K	How often do you expect to add new content to the site?		
	Please write your notes here		



L	Online local business info listings	Yes	No
	Do you want to submit your biz info to online listings directories?		
	Would you like a copy of the online biz listings report?		



Please write your notes here