

Website Project Planner



We want to help you achieve the most effective and affordable Website. Please spend a few minutes sharing some critical details about your project.

1. Tell us about you.

Business /Organization Name:

Primary Contact:

Phone number (work & mobile):

Email of Primary Contact:

Mailing Address:

Current Website Address (please write N/A below if you don't have a Website yet):

2. What services would you like us to perform for you? We offer Website development and strategy, graphic design, print production, plus content creation (writing, marketing, etc.).

Example: "We need our Website redesigned, plus someone to write the pages, get pictures for us and create a matching brochure."

3. Please tell us about the timeline and the budget for your project.

Example: "I'd like to have it ready within 2-3 months, and I can afford between \$2.5 – 3K"

4. What is the approximate size that you expect for the Website (in number of pages)? List navigation pages if you have already determined them.

Example: "Website with less than 13 pages, including 'Services, About Us, Contact Us, Testimonials, Solutions, Locations.'" OR "Hundreds of dynamic pages using a content management system."

5. What special features or functionality would you like in the Website? Please designate “required” and “wish-list” features.

Please check the appropriate box and add any additional items below. Example: “Required: content I can edit, searching, community forums. Wish-list: e-commerce, product database, streaming media, integration with business system.”

Required	Wish-List	I want website visitors to be able to:	Required	Wish-List	I want the website to:
<input type="checkbox"/>	<input type="checkbox"/>	Search the entire website	<input type="checkbox"/>	<input type="checkbox"/>	Be an online brochure
<input type="checkbox"/>	<input type="checkbox"/>	Contact our staff with an online form	<input type="checkbox"/>	<input type="checkbox"/>	Enable me to update content
<input type="checkbox"/>	<input type="checkbox"/>	Buy a product using a credit card merchant (e-commerce)	<input type="checkbox"/>	<input type="checkbox"/>	Include a custom multimedia presentation in Flash
<input type="checkbox"/>	<input type="checkbox"/>	Watch a streaming video or audio file	<input type="checkbox"/>	<input type="checkbox"/>	Share news and events
<input type="checkbox"/>	<input type="checkbox"/>	Subscribe to my website content (RSS)	<input type="checkbox"/>	<input type="checkbox"/>	Integrate with another database
<input type="checkbox"/>	<input type="checkbox"/>	Register for a meeting or event with a credit card merchant or Paypal	<input type="checkbox"/>	<input type="checkbox"/>	Search products and correlate products with other related products
<input type="checkbox"/>	<input type="checkbox"/>	Browse photos in a gallery	<input type="checkbox"/>	<input type="checkbox"/>	Enable advertising
<input type="checkbox"/>	<input type="checkbox"/>	Watch a streaming video or audio file	<input type="checkbox"/>	<input type="checkbox"/>	Update the identity for our company
<input type="checkbox"/>	<input type="checkbox"/>	Participate in forums/social networking	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

6. Briefly describe your business, your services, and your target audience for the Website. Please share how your website visitors use your site.

Example: “We’re custom kitchen and bathroom designer and installer. Our customers are homeowners and builders. Our Website visitors are primarily homeowners shopping for a company to hire to do their remodeling project. Our sales staff also uses our Website to share vendor information and product PDFs with customers.”

7. List your competitors and their Website addresses (if available).

Example: “CustomKitchens.com, Taylor’s Remodeling (www.taylorremodelinghomes.com), Designer Kitchens and Bathrooms, LLC”

8. Please list the Web addresses of any sites you find compelling, plus share why you like these sites.

Example: “I like the colors on Larry King Live’s Website, and I think it’s easy to read. CustomKitchen.com has a great explanation of our industry. I would like several columns like MSN.com, and I like the wording on Designer Kitchens’ site.”

9. List any color preferences or corporate branding requirements.

Example: “I like aqua blue and I hate yellow.” OR “I’ll send you a PDF of our corporate branding standards, with company colors and logo requirements.”

Thank you for your time.

Please return this form to Sonia Coleman at Sonia@neuconcept.com, and we’ll be in touch.