

Website Planner

Please use this questionnaire to begin planning your website. It forms the foundation of your development strategy. Be prepared for a little writing it is quite a hefty document. Remember, successful websites are built on strategy and planning.

Please complete as much of this form as you can and return it to Michael Goodine if you would like us to prepare a proposal/quote to construct your website.

Alternatively, if you already have a website brief – email it to us.

Email: rykee.consulting@gmail.com

ALL SUPPLIED INFORMATION IS STRICTLY CONFIDENTIAL

Your Company

Company Details	
Company/Business Name:	
Company/Business Representative:	
Title:	
Address:	
Phone:	
Fax:	
Mobile:	
Email:	
Website:	www.
Project Brief: (Describe your requirements in a couple of sentences.)	

Project Specifics

Please tell us about your business, products/services, consumers and market.

Your Business	
General description of business: (What you do)	
Details of your current corporate identity:	
Colors:	
Fonts:	
Do you have your logo in Illustrator eps or other vector format? Do you need a new logo?	

Your Business	
<p>Do you have any specific design styles, colours or fonts in mind for your Website?</p>	
<p>How long have you been in business?</p>	
<p>Known competitors and their Websites (at least 3). We can learn much from your competitors' successes and failures. If possible, include a brief critique:</p>	
<p>What makes your company different and better than your competitors?</p>	

Reasons For Your Website

Item	Tick for Yes
Sell a product or service	
Build interactive branding	
Provide e-commerce	
To network	
To make business information available	
To serve your customers	
To heighten public interest	
To release time sensitive materials	
To sell	
To make pictures, sound and film files available	
To reach a highly desirable demographic market	
To answer frequently asked questions	
To stay in contact with salespeople	
To open international markets	
To create a 24 hour service	
To make changing information available quickly	
To allow feedback from customers	
Provide direct marketing opportunities	
To test market new services and products	
To reach the media	
To reach new markets	
To reach the specialised markets	
To serve your local market	
Improve access to information	
Corporate communication	

Your Audience

RYKEE CONSULTING SERVICE LTD.

19035 – 72B Avenue, Edmonton, AB T5T 5T1 Telephone: 780-974-3368 Email: rykee.consulting@gmail.com

Target Market(s)	
Demographics of target market. What types of visitors do you wish to attract?	
What will happen when someone visits the site?	
What information will a visitor want?	
Will visitors be able to purchase goods and/or services? If yes, what consumables and how will they be delivered.	

Project Details

What is the mission statement or summary of this project?	
What is the project budget? Is this appropriate considering the comprehensiveness of services to be provided? Please explain:	
What are the basic goals of this project?	
What outcome will make this project successful?	
Who will have overall responsibility for your Website?	

How should the site support the objectives of the organization?	
What constitutes the best return on investment and how is this to be measured?	
Where will most of the site traffic originate?	
Do you want us to design your Website in its entirety, or will you provide us with drawings and other materials to work from?	
Describe any work that has been done toward designing/ redesigning a new Website:	
What is the approximate timescale of your requirements?	

Content and Navigation

How many web pages in your site?	
What are the major sections of your Website? Have you created a navigation scheme? If yes, please send it to us with this document. If no, please list the major content sections:	

Where will the content come from?	
Will the content be new, repurposed, or both? Explain:	
How often will new content be added and/or updated?	
Who will update the content?	
How will the content be updated?	

Technical Issues

Do you require Flash animation? If yes, for what purpose?	
Do you require sound or video on your website? If yes, for what purpose?	
Does your site require e-commerce? If yes, for what purpose?	
Do you have a merchant account with a financial institution?	
Is your current website hosted and if so, where is it hosted?	
Do you require a new website host?	

Training, Launch and Maintenance

Who will be maintaining your site after it goes live?	
Do you require any general training regarding Internet-related matters such as Website content management, e-commerce and maintenance?	
Where will any such training take place, and using what computer equipment?	
Do you require us to undertake promotion of your site to any Internet search engines?	
Do you require us to undertake promotion of your site in any other ways?	