

PROJECT PROFILE: Website Design + Development

The following questions will provide a foundation for developing a creative brief and understanding the requirements for building a new website. All information will be held *strictly confidential*.

Questions with an * are needed for estimating purposes. Responses to all other questions are helpful but not required at this time.

Note also the questions below are generic in nature. Some will not apply to you or you might find that you are uncomfortable providing certain information at this time. In this instance just put NA (not applicable) even if it has an *. Furthermore if there is additional information you would like to add please do so.

OBJECTIVES

BRANDING + AUDIENCE

CONTENT/FUNCTIONALITY

MARKETING + SEO

PROJECT MANAGEMENT

OBJECTIVES

What is the goal for this project and what outcome will make this project a success?*

What are some of the obstacles/challenges that could hinder the success of this project?

List the deliverables that are needed to complete the project.*

BRANDING + AUDIENCE

Briefly describe your brand, its mission and promise.

How will the site differentiate your company/organization?

Are there brand guidelines for color, typography, type of imagery etc. if so what are they?

Who is the target audience, what they will want to see and do?*

What other websites are worth emulating?*

Who are the competitors or other relevant organizations?

What are the pros and cons of your company's image?

CONTENT/FUNCTIONALITY

List the main sections and subsections that will comprise the site and how many pages each section will have.*

Are there content features such as a homepage animation, product demos, photo galleries, podcasts or videos?

Describe any functional features such as forms, a blog, webinar, e-mail marketing integration, on-site search or other dynamic page content.*

How often will the site be revised? What sections?

What type of technologies are preferred (Open Source, Windows etc.)?* This includes preferences for the content management system and hosting.

Does the site need to integrate, either functionally or creatively, with any other sites?*

Is any content presently served from a database or will it be in the future? If so describe the database functionality.*

Will the site be a high traffic site? If so what is the estimated maximum amount of site visitors that will be using the site at one time?*

MARKETING

Will the web site be integrated with e-mail marketing, SEO or any other type of marketing program?*

How will people be driven to the site?*

How important is Social Media? Will the site need to integrate with Twitter, Facebook, LinkedIn or other online communities?*

What possible keywords would be entered into a search engine to find the site?*

What key performance indicators (KPIs) are most important? For example absolute unique visitors from a certain geographic region, page rank for a particular keyword or amount of conversions and sales?*

How well does your site compare to competitor websites for the target keywords?

Does your site target users in a particular geographic location (local, national, international)*

Has a Search Engine Optimization (SEO) program been in place before? If so, when and how successful has it been?

If an Adwords program is currently in place, please describe the successes and challenges of the program.

What sites could link to yours that are popular with the target audience(s).

Do you have a blog? Does your company have the time to write blog entries, once every 2

weeks?*

Are press releases regularly generated and does your company receive media exposure often?

PROJECT MANAGEMENT

How soon does the project need to be completed?*

Who will maintain the site after it is launched?

Who will be managing the project on the client side? What other team members are there?

Is there a budget for the project?

Who is responsible for approving work? Will there be more than one group who will approve work?