Web Development Worksheet

What is your primary reason for having a website?

Do you already have a web address (URL) and web hosting? Please list.

What do you want your site to do? (Educate and inform, generate sales, gather customer information.)

How often do you see needing to update your site? Yearly, seasonally, monthly, weekly?

Do you have an approximate budget for this project?

Are there websites, or features of websites that you particularly like? Please list their web addresses below and note what you like about them.

Are there any specific colors that you would like to use in your website? Are there any adjectives that describe the look or “style” that you are interested in? Do you have existing photography, artwork or logos? If not, do you need to have them generated/supplied? (There are many different options we can discuss.)
What specific features and functions would you like to have on your site? (example: shopping cart, newsletter, inquiry form, links to related information etc.)?

Who are your competitors/ similar organizations? Please list names and web addresses if they have one.

What do you have/offer that your competition doesn't? Why should customers choose your products or services over others?

What audience are you targeting with your website? Are they local/national/international? Who are your present customers/visitors? Would you like to expand your visitors and who might they be?

If you were one of your potential site visitors, why would you visit your site? What would you like your visitors to gain from visiting your site?

If your customers were not looking for you, what related subjects might accidentally lead them to you? What other interests might your visitors have?

If you were one of your potential visitors, what search phrases (keywords) would you use to find your site (not including your business name)? Aim for 3 to 5 and be as specific as possible, especially if you are targeting a local audience. Have them be 2-3 words each: ie: Oregon winery; portland wedding photographer. You may want to ask your friends and associates what terms they might use or have used to find your site.
Describe your business in one concise sentence.

Describe your business in two concise sentences.

Describe your business in about 25 words.

Describe your business in about 50 words.

Finally, take a moment and think about what you would like to say on your website, if you could say anything you wanted. Write down a few phrases or sentences directed at your customers personally and individually, from you to them.