



This document was created to help you to ask the right questions when preparing to start a new website or online project.

These answers enable us to provide better service taking into account your needs and for the best results of your website.

Please specify the information that is pertinent to your case.

## Instructions

1. This document is designed for a paperless workflow
2. Open in Acrobat Reader and click to type in the appropriate boxes
3. Save the document and email it back to us at: [hello@artsinity.com](mailto:hello@artsinity.com)
4. Acrobat reader can be downloaded for free at: [www.adobe.com](http://www.adobe.com)

## Other materials

Please send us a copy of any relevant documents and promotional materials you may have.

## Dates:

- » Date sent to client:
- » Date returned:
- » Project deadline:

## Client Liason Contact Details:

- » Name:
- » Work number:
- » Mobile:
- » Email address:

## Client Details:

- » Company name:
- » Work phone:
- » Web address:
- » Postal address:

## Budget & Timing:

- » What is the estimated setup budget?
  
  
  
  
  
  
  
  
  
- » What is the required completion date?

## Stakeholders

- » Who will be involved in decisions regarding the website?
  
  
  
  
  
  
  
  
  
- » Existing suppliers or partners we will need to work with?

## Legals

- » Are there any legal issues we need to consider?
  
  
  
  
  
  
  
  
  
- » Do you own the rights to all materials to be included on the website?  
yes                  no                  don't know

## Promoting

- » Do you have any promoting strategy that we need to consider?
  
  
  
  
  
  
  
  
  
- » Do you plan paying for promotion of the project?  
yes                  no                  don't know



## What features would you like on your website?

Easy to update by non technical people  
High google (and other searches) ranking  
Business process streamlining or automation  
Shopping cart or other ecommerce  
Optimization for mobile phones  
Photo and media galleries  
Feedback/contact forms  
Newsletters and signup  
Members only section  
Faster downloads  
Email marketing  
Video/Audio  
Animation  
Calendar  
Statistics  
Surveys  
Movie  
Blog

Other required features:

## Search engines (google etc)

» List the top five search terms (words or short phrases) that people will use to find your website:

» Additional relevant search terms:

» Do you have a Search Engine Marketing strategy?

yes          no          don't know

## Social Media and external services

» Do you have a social media strategy?

yes          no          don't know

» Please list the website addresses of the social media and other external websites linked to this project (eg facebook, twitter, youtube, ebay)

» Are you planning on integrating further social media and other external websites/services? Please list them.

» Do you need your new social media profiles setup?

yes          no          don't know

## Website design and style

Describe the style for your new website look and design:

Approachable	High-tech
Corporate	Modern
Authoritative	Natural/Organic
Credible/Expert	Playful
Elegant	Sophisticated
Fresh	Helpful
Funky	Caring
Stylish	Humble
Helpful	Prestigious
Simple/Clean	Slick

» Other words?

» Do you have a style guide or other corporate requirements?

yes      no      don't know

» Do you have any imagery or colors in mind for your website?

## Accessibility

» Do you require accessibility compliance such as WCAG 2?

yes      no      don't know

» Will the site be viewed on any special screen size or device?

## Content

» What types of content will be on your website - eg text, photos, audio, and their current format - eg digitized, hard copy?

» What content has currently been produced?

» What new content needs to be produced?

» Do you need assistance producing the new content?

yes      no      maybe

» Do you have any other related materials such as marketing?

## Your Current Website

- » What is good about your existing web site?
- » What is bad about your existing web site?
- » What levels of traffic is it currently receiving? If possible please provide access codes to your statistics package.
- » How is your website performing for your objective?  
(Traffic/ Sales / Response rates/ Leads generated/ Reputation):
- » Who is your current host and hosting package?
- » Are you happy with your hosting service?  
yes      no      maybe

## Competition and Genre

- » List your competitors websites and other important websites in your market/genre?
- » What are they doing well?
- » What are they doing badly?

## Websites you like

- » Provide examples of websites (or parts of websites) you like the design and functionality(from any industry):

## Other Comments?