



Full Service Web Agency

2014 Project Planner

SCK Web Works Ltd
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About your project

Considering a new site, improving your existing site, or ready for a redesign? The following provides tips and information about planning, and preparing for your website and will help us with your enquiry.

Before starting a new website project, we typically recommend a free consultation, where we can discuss your website project in greater detail. Prior to that, it's important to spend some time brain-storming, creating a vision for your website, and putting together a document that details the requirements and objectives. This document is designed to help us both, do that.

The questions in this document will help you consider the following:

- The purpose of your website
- The goals of the website
- Who will be the target audience?
- The website content
- Budget

Not all the questions are relevant to everyone, so just fill in what you can. If you have any questions or would like to speak to one of our team about your project please call [01539 722 712](tel:01539722712) or email team@sck-webworks.co.uk

General information

1. Company Name and address?

Name

Address

2. A brief description of your company

General information continued...

3. Main persons contact details for the web project

4. Have you got a website, if so what is the web address?

5. How old is this website?

6. Do you have a specific timescale to complete the project in?

<input type="text" value="Months"/>	<input type="text" value="Weeks"/>	<input type="text" value="Days"/>	<input type="text" value="Date"/>
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7. Please give an indication of your project budget, if you have one?

7. What is your businesses unique selling point (USP)?

Your Current Website

If you have a website please complete the questions below, if this is a brand new project please go to the "Your new site" section

1. What are your main likes / dislikes about your current website?

Like:	Dislike:
Like:	Dislike:
Like:	Dislike:
Like:	Dislike:
Like:	Dislike:

2. Do you monitor the success of your website through Google Analytics and Webmaster Tools?

Yes No Other Tools:

3. How do you think your current site can be improved? EG. Additional functionality, new design, new content management system so you have more control over your website?

Your New Website

1. Please list 2 websites you like the look of and state why.

Http://

Reason

Http://

Reason:

2. What is the aim of your new website? EG. Re-brand, improve user experience, sell more products, to have an online presence, to improve Google rankings

3. Describe a typical visitor to the website. EG. Someone looking to purchase/find...

4. Once a user in on your site, what is your end goal? EG. to purchase, to fill in a contact form, to get in touch via the phone etc

Website Branding

1. Does your business have any existing graphics, informational or marketing materials that could be used online?
eg. Logos, photos, brochures, documents, databases, etc.

Yes

No

2. Do you need a new logo creating?

Yes

No

3. Do you have any specific colours you would like to see incorporated into the website?

Yes

No

Colour:

Colour:

Colour:

Website Content

Your content will form the basis of the pages / categories required in you website and will define the overall navigation structure, please list any specific pages you think you will need; EG.

- Homepage
- About Us
- List of services / products
- Contact
- Other content pertinent to the purpose of the website

1. Do you require details of copywriters to help provide content for your website?

Yes

No

2. If we are rebuilding an existing site is the copy to be taken from this?

Yes

No

Website Development

1. Is there any specific development requirements needed on your project? EG, shopping cart, customer accounts, event calendars, private area.

2. If your website is ecommerce, do you have a payment gateway if so who?

SagePay <input type="radio"/>	PayPal <input type="radio"/>	WorldPay <input type="radio"/>	Barclaycard ePDQ <input type="radio"/>
PaymentSense <input type="radio"/>	Other		

Website Marketing

1. What are your marketing plans for the website? How do you plan to promote the site?

2. Would you like advice and guidance on producing a marketing plan for your site?

Yes <input type="radio"/>	No <input type="radio"/>
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Any further information

Feel free to add any further information here...

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