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WEBSITES
THAT
WORK

WORKSHEET

This **Website Worksheet** gently encourages you to think about what you want to accomplish with your new website. If you find time to jot down a few answers to pertinent questions, you will be providing us with the type of information we need to provide more a more accurate quotation. Simply ignore questions that are not relevant to your specific project.

The Basics

1. Do you already own a domain name? (example: www.yourcompany.com) If not, we can provide you with the opportunity to purchase one for a reasonable fee through Web Detours, an arm of WebCamp One that provides domain and web hosting services to clients who prefer that we handle all their online services. If you do not have a domain name, we can help you choose one that will be both good for your business and that will work well for Internet search engines such as Google, Bing, etc.
2. Can you describe your company/organization in a short paragraph as well as the concept, product, or service that your website will offer?
3. Who will be your main points of contact for this project?
4. When do you expect this project to start and when does it need to be completed? Are there specific reasons for these dates? *[upcoming trade show, product launch, new store opening...}*

Your Budget

1. Have you decided on a budget for this project? (NOTE: This is important because certain web technologies take more time to implement than others. Knowing your budget helps us when we're figuring out what technologies to use for various website features like slideshows, content management systems, etc.)

Your Objectives

1. What are your main reasons for commissioning a new web site?
2. In order of importance, what are the business objectives for your website? [i.e., improve sales, increase customer satisfaction, dispense important customer information, reinforce professional reputation, etc.]
3. How will you measure that your site is a success?

Current Website (if you have one)

1. What aspects of your current website work well and why do you think they are successful?
2. What aspects of your current website are unsuccessful and why do you think that to be the case?
3. What problems have your visitors reported, if any?
4. How is your website updated? Do you update it in-house or do you contract the work out to another company? If your website incorporates a content management system (CMS,) are you happy with it? What CMS is it: (i.e. WordPress, Joomla!, proprietary, etc.?)

Your Audience

1. What type of visitors do you hope to attract to your website?
2. How do you expect people to find your website?
3. If you were going to search for your company on Google, what phrases would you use in the search box? Jot them down. Then ask a few friends the same question. You might be surprised how their answers differ from yours. If you do ask friends, jot down some of their answers too.

Content and Design

1. Describe how you would like users to perceive your new web site. *[i.e., modern, professional, friendly, fun, cutting edge, classy, etc.]*
2. Take a moment to look at the websites of your competitors. What do you like or not like, and why?
3. List a few web sites you like because of the visual design and, if possible, explain why.
4. Outline any ideas you may have for your new web site. How would these features support your business goals and the goals of your web site visitors?
5. If you've considered a content management system (CMS) for your website, please describe the features you would like and/or use *[i.e., news, multiple authors, blogs, calendar, etc.]*

Additional Comments

1. We've tried to keep this worksheet as general as possible, but since every project is unique, here is your chance to add that extra information that you feel will be helpful. So tell us... what else should we know about this project?

We hope you found this worksheet to be of value as you consider your project. If you took the time to type up some answers, please have them available when we speak. It would also be appreciated if you can also email them to us in advance at: contact@webcampone.com.

Interested in talking about a website for your small business? Call us at (757) 209-2999.

Thank you,
WebCamp One, LLC

Jim & Ann Pietrangelo

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