

Website Consultation

Company Name: _____

Address: _____

Phone: _____ E-mail: _____

Contact Person: _____ Date: _____

1. What do we need to know about your business and how it operates? _____

2. Who are your current clients? (i.e. demographics, age, income, etc.) _____

3. Who is the target audience? (i.e. demographics, age, income, etc.) _____

3. What makes you the best/core value (product or service)? _____

5. What are your overall marketing objectives? _____

9. What's the single most important thing we can say to achieve the objective? _____

6. What is the current consumer perception of your business? (positive or negative) _____

7. Who is your competition? _____

8. What is the general look and feel of your business (please provide any printed samples)? _____

Website Consultation

Company Name: _____

Web Site Goals and Objectives:

1. What is the assignment? What is the objective, the purpose of the site?

What do we want the consumer to Think, Feel or Do? _____

2. What services or products do you need to focus on? _____

3. What kind of photography & color schemes (PMS colors?) do you want to use? _____

Web Site positioning:

1. How should this site to be different than, or similar to, your competition? _____

2. How will you measure the success of the website? _____

3. Why should existing or potential clients visit this web site? _____

4. How will your website intergrate with your other marketing/advertising strategies? _____

5. What is your deadline? _____

6. What keywords best describe your business (service or products)? _____

Notes
