

Please provide some details to help us scope out the requirements for your website. If at any point you require assistance in filling out the questionnaire, please do not hesitate to call on 0410 579 149 or email us at info@thinksync.com.au.

Summary

Please provide a brief overview of the project.

Current website assessment

If you currently have a website, please tell us a little more about its current state ie what works and what doesn't?

Is the site static or does it have a content management system (CMS)?

Static CMS

Do you have a company logo and brand?

Yes No

Do you have access to the original logo artwork?

Yes No

Do you have a Style Guide?

Yes No

Domain name: who is your domain host? _____

Hosting: who is your site host? What is your current hosting plan? _____

Target demographics

Who are the visitors you wish to attract to your site?

Which countries or localities? _____

Please provide any further information about your target market

Objectives

What is the strategy or purpose behind building this site? _____

Budget range? _____

Required outcomes of the project?

Requirements

Required content (ie specific pages needed)

Features (eg newsletters, document management, forum)

Ideas you have for the site

Overall mood/image/colour scheme

Key search terms

Contact information

Promotion

Are you currently engaging in any online marketing such as search engine marketing (Adwords), display marketing or other online marketing activities? Yes No

If yes, are you achieving the goals you set for online marketing? Yes No

If no, are you interesting in pursuing online marketing activities? Yes No

Do you need help with ongoing content updates? Yes No

Timeframe

Start/end dates/milestones

Contacts

Main contacts/who has final approval/details

Business & product profile

Please tell us a bit about your business

Product/service info

Points of differentiation

Competitors

Who are your direct competitors?

Inspiration

Are there other sites you like visually or website elements you like?

Measuring success

How will you determine that the new site design is a success? If this is a new site, please define the criteria that will determine if the design meets its objectives. If a redesign, please define the new outcomes you expect vs your current online experience.

Other notes?