



WEBSITE PLANNER

We suggest you use this questionnaire to help plan your website. It will form the foundation of your site and give direction for how you want it to be seen, the image it gives & helps you cover your bases before beginning on what can be a long term project!

Please complete as much of this form as possible, we'll help where we can!

Once we have all your details we can offer suggestions, provide a quote & estimate the time involved to complete the site. Help us help you!

Alternatively, if you have a website brief please email it through and we'll help from there.

Your Details:

Company Name:	
Contact Name:	
Position:	
Address:	
	Postcode:
Telephone Number:	
Fax Number:	
Mobile Number:	
Email Address:	
Website Address:	www.
If you don't have a website please suggest a website address you would like:	
Vat Number:	
Company Registration Number:	
Is your company part of any recognised organisation in your industry? If yes, please list.	
Are you registered for any business standards? e.g. BSI. If yes, what standard?	
For your line of work, do you require any special company insurance which is industry standard? If yes, please list.	

Your Business:

General Description: e.g. What do you do & how & where?	
How long have you been trading?	
Are you more service or product based?	
Do you have a logo? If yes, please can you send this to us. If no, would you like help with designing one?	*
Known Competitors & their websites: This information helps us understand the industry and your company's position in that industry. Feel free to add anything extra in this section – who's the best, most professional, the good guys, the bad guys, the biggest etc.	1. 2. 3.
What makes your company different / better / stand out from your competitors?	

Your Website Ideas / Desires:

Can you describe your website requirement: – e.g. what do you want a website for, what is your goal from a new website?	
Do you have any specific design ideas, colours, styles, fonts, images in mind already? If yes, please advise. If you have drawings please send those through.	

Website Functions:**Tick relevant fields:**

Sell a product	
Sell a service	
To network	
To make business information available	
To heighten public interest	
To make pictures, found and film available	
To reach a certain market	
To create a 24 hour service	
To be able to change information quickly	
To allow customer feedback	
To provide marketing opportunities	
To test new services	
To test new products	
To serve you local market	
To improve your company's image	
To download information	
Other:	

Your Websites Target Audience?

Who is the site designed for? E.g. Everybody, businesses, private individuals, groups, bodies, locations – who do you want to attract to your site?	
What is the most important information you want this type of visitor to see?	
If this visitor was searching your site, what would they be looking for?	
Will visitors be able to purchase product and services online?	

Your Website Project Final Details:

How many web pages did you have in mind?	
What major content sections will you need? E.g. Home page, Contact Us Page, News Sections, Testimonials...	
Where will this content come from? Previous marketing, copy from an old site, research?	
How often will the content be added / updated?	
Who will update the content?	
Do you want us to design your website in its entirety or will you provide us with drawings and other materials to work from?	
Describe any work that has been done towards designing and redesigning your new site:	
What is the approximate timescale for your requirements?	
Do you require a website host? If no, please specify which hosting company you use.*	
Who will be maintaining your website after it goes live?*	
Do you require any promotion of your website on the internet search engines*	

*Jewel Cre@tive can help you with all of this, just let us know!

Thank you for taking the time to complete this form. Hopefully you will have a better understanding of what you want from your website & we will be able to help achieve your website goals!

* Don't forget to send your company logo through if you have one!*

Please return this form by fax, email or post on the details below. We look forward to being in touch.

