

Website Planning Form

For Website (URL): _____

Prepared by: _____ **Date:** _____

Web Producer/coordinator: _____

Contact Info: _____

Webmaster/developer: _____

Contact Info: _____

Business Profile

Is the website for a new or established company?

- ☐ New company
- ☐ Existing company, in business _____ years.

Does the company have an existing brick-and-mortar operation?

- ☐ Yes
- ☐ No

Does the company have an existing Website or Web presence?

- ☐ Yes
- ☐ No

Does the company have an existing blog or social media presence?

- ☐ Yes If yes, list all current URLs for social media.
- ☐ No

Will your site serve:

- ☐ Businesses
- ☐ Consumers

Does the company have an existing logo?

- ☐ Yes
- ☐ No

What type of business is the website for?

- ☐ Manufacturer
- ☐ Distributor
- ☐ Retailer
- ☐ Service provider
- ☐ Professional

What type of products does the company sell?

- ☐ Goods
- ☐ Services

Describe your goods or services:

What geographical range does the web presence address?

- ☐ Local (specify)
- ☐ Regional (specify)
- ☐ National (specify)
- ☐ International (specify)

Website Goals

Rank the applicable purposes of your site, with 1 being the most important.

- _____ Information
- _____ Branding
- _____ Generating leads/qualifying prospects
- _____ Generating online sales revenue
- _____ Generating on-site ad revenue
- _____ Achieving internal needs and building relationships
- _____ Improving business process (e.g. customer service, tech support)

Financial Profile

Break-even point: \$ _____ Within: _____

Return on investment: % _____ Within: _____

Website Budget for First Year

Outside development: \$ _____

Special elements (such as video): \$ _____

Marketing: \$ _____

Inhouse labor: \$ _____

Other costs: tools, equipment, software: \$ _____

TOTAL: \$ _____

Sample Objectives

Repeat for each goal within timeframe specified (for instance, 1 year).

Traffic objective (# viewers per month): _____ Within: _____

Conversion objective: % _____ Within: _____

Sales objectives (# sales per month): \$ _____ Within: _____

Average \$ per sale:	\$ _____	Within:	_____
\$ revenue per month:	\$ _____	Within:	_____
Other objectives specific to your site, e.g., for branding, relationships, search ranking, saving money on paid advertising,		Within:	
	_____		_____
	_____	Within:	_____
	_____	Within:	_____

Marketing Profile

Describe your target markets. Give specific demographic or segment information. For B2B, segment by industry and/or job title.

What is your marketing tag?

Value proposition: Why should someone buy from your company rather than another?

Name at least six competitors and their websites.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____