

What we need to design an awesome website for you!

BACKGROUND INFORMATION

A. Are we designing a new or replacement website for you?

B. If replacement, what is the current domain (URL)? _____

- Did your previous site have account access or reports?

- Motivation for change?

C. What are your company goals are for the website – what do you want to achieve from the new site?

TARGET AUDIENCE

A. Who is your target audience?

- May be more than one / May be different from your customers (for example a non-profit may target individual donations and highlight their work and a second audience is sponsors).

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031 561 1243 | kirk@bluezonemedia.mobi | www.bzmm.co.za

- Do you have an ideal customer profile?

- What will they come to your website for? (articles/reviews/contact details/pricing/shopping ?)

CONTENT

A. What does your company do ? Please provide a short summary, with products/services/history etc. .

- Is there a variety of content available to tell the story (photos, videos, text, diagrams, etc)?

- Is there a privacy statement & terms of use?

- Who is going to write the content, or edit the old content for the new site? Will it be done with Search Engine Optimisation in mind?

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CALL TO ACTION

A. What do you want people to do when they get to the site?

- Buy from the shop / complete enquiry form / call us / read lots of articles / sign-up to the newsletter?

B. What are the two most important calls to action that will be on the home page?

1. _____

2. _____

SOCIAL MEDIA AND SHARING

A. Where does your target audience spend time online?

B. What avenues do you need for sharing your content (links on the page using Social Sharing to LinkedIn, Google+, Facebook, Twitter, etc)

C. What Social Media presence do you have (or need) – and how is that going to be presented on the site (Facebook Like box, follow us on twitter, and include the latest from your twitter stream etc).

D. Do you have Social Media Management?

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VIDEO

A. Do you have a company profile video? Yes No

B. Would you like a short call to action video to promote your company / products / services etc
 Yes No

C. How many video's are you interested in?

FUNCTIONAL REQUIREMENTS

- A blog
- Social media widgets for activity stream
- Members only content area (paid or free) - Will the customers pay for the service or will it be free
- E-commerce capabilities. How many products? _____
- Advertising or sponsors

DESIGN ASSETS

A. Logos, colours, style guide, off-line marketing materials:

- Do you have a high quality logo?

- Do you need a logo or stationery designed?

DESIGN IDEAS

A. If a rebuild of the current site – what do you like / dislike about the current site?

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B. Please give three to five websites with design ideas that you like (can be from your industry or another)?

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

C. Please give three to five competitor's websites.

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

TECHNOLOGY ISSUES

A. Domain name account details, hosting, etc – have all the details together to make for a smooth transition to the new site.

B. Does the excising company host your email addresses? Yes No

Search Engine Optimisation (SEO)

A. Do you have a set of priority keywords and phrases?

B. Will content editing to be done with SEO in mind ... in-house or by specialist?

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PRACTICAL ISSUES

A. What's your budget? _____

- What are the priority issues, and can it be staged if the budget doesn't cover the wish-list?

- Timeline – how long and what is the deadline?

- Who will project manage?

Project Manager

Marketing Manager

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