

Stamford Web Design - New Client Needs Analysis Form

Name:

Company:

Position title:

Phone:

Fax:

Address:

City:

County:

Post code:

Country:

Email address:

Present WWW URL (if any):

Company Details

Current situation:

Industry:

Market:

Demographics of market:

Main Competition:

Website:

What do they do better than you?

What do you do better than your competitors?

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Situational analysis of existing Website

Domain name registered? Y / N

Current site: www.

Host of current site:

Cost per year:

Current ISP:

Cost per year:

Size of current site:

Objectives of current site:

Current site achievements (detail statistics, etc):

What features of the current site would you like to keep?

What features of the current site don't you like?

How many people visit the Website?

When do they visit your site?

How long do they visit the site for?

Which products or pages are most popular?

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What feedback have you had about the site?

Current site was developed by:

Site objectives

Establish a Web presence, increase marketing and product branding []

Increase sales []

Generate business leads []

Increase international presence of the organization []

Generate requests for information []

Support existing advertising, promotional efforts []

Offer customer service []

Build store or business traffic []

Provide latest information regarding new products/services, sales, special promotions and events []

Build a database for emailing []

Position the company as technologically advanced []

Provide directions to consumers []

Survey customers/prospects []

Recruit new employees/post job opportunities []

How does the proposed site tie in to company goals?

Will you sell a product or service online?

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Will you provide a sample portfolio of products or work online? Y / N

If "Yes", how?

Other objectives:

Proposed site plan

How do you envisage the site achieving these objectives?

How many visitors do you hope to get to your site?

How big will your Website be?

Proposed flow chart?

Do you have a site layout in mind?

Will your Website offer interactive features to visitors?

Can visitors send email, order a product or request information?

Do you envisage the visitor searching on the site?

How can the site give you feedback?

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Have you decided what the main categories or sections will be on your site?

Will the categories link to products and services or to more general subject areas with sub-categories?

Have you identified what subjects within the site might link to other subjects?

Do you plan to have a guest book, shopping cart, order forms or a calendar of events?

Will the site have contact forms?

Will the site have auto-responders?

Who are your competitors online?

Of those, which competitor sites do you like and why?

What competitor sites do you dislike and why?

How do you think your site beats the competition?

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Resources currently available

- Will supply all art and copy digitally** []
- Tailored Consulting to do all design and artwork** []
- Tailored Consulting to do all design and copy** []
- Photos can be supplied for scanning** []

Site review

What the site should have:

Who we are, contact details, what we do, what you'll find on the site, how to contact us, where are you.

What sites do you currently like?

Privacy policy:

Will you use email forms or links?

Forms or scripts (newsletter, tell a friend, bookmark us) required:

Shopping cart needs:

DHTML needs:

Database needs:

Site editing needs:

Competition needs:

Bulletin board needs:

Discuss limitations:

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What is the importance of:

Security?

A fast loading site?

Content quality?

Stickability?

An informative site?

Entertainment value?

An ever-changing site?

A browser safe color palette?

How will you market the Website?

Do you need the site optimised for search engine submission?

Meta tags and search terms:

Page copy:

Will you require 24-hour monitoring of the site?

Will you require site statistics?

Scalability testing:

Other :

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Multi-media

Flash:

Audio:

Visual:

Animations:

Training required

Does your team have:

HTML skills?

FTP experience?

Web management experience?

Internet marketing knowledge and experience?

Site testing

HTML code check:

Download time review:

File size review (and optimisation):

Colour review:

Browser compatibility check:

Link check:

Spell check:

Search Engine Optimisation:

Link popularity:

Check listing in Search Engines:

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Check most searched for terms:

Site hosting

Do you plan to maintain the computer server for your Website in-house? Y/N

Do you have a preference for your host?

Will you need the site monitored 24-hours a day?

Site marketing

What Websites would you like to link to?

What Websites do you want to link to your site?

How will you market your Website?

Search Engine submission?

Links from other sites?

Word of mouth?

Print media?

Signature files?

Directories?

Email opt in lists?

Your own newsletter?

Business literature?

Posting articles on other sites?

Banner ads?

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Discussion forums?

Will you do one of the above or a combination?

Do you plan to place the Web address on all stationery, business cards and brochures?

Are you planning to register the site with search engines?

Will you contact the media to review your Website?

Do you plan to buy any Web banner advertising on other sites?

Site maintenance

Who will maintain the site?

How proficient are you or the person(s) maintaining your site with HTML?

Who will prepare content and handle HTML conversion and uploading to the Website?

Will you or an employee need HTML and Website management training?

Who will monitor and respond to emails?

How often will your Website be updated?

Who will monitor the Search Engines rankings, up to date content and site statistics?

What do you want to know about visitors to your Website?

Do you want to know where they came from to reach your site?

Do you want to know what pages on the site were viewed?

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Do you need to know the total number of hits and page views?

Website budget

What is your budget for the Website development as described above?

Maintenance and marketing budget

What is your monthly budget for the site?

Maintenance budget:

Marketing budget:

Additional comments

Are you aware we provide a 24-hour technical back-up service? Y / N

Are you aware we guarantee our work 100%? Y / N