



360 Website Worksheet

Purpose

This is your opportunity to tell us why you need a website and what the website should achieve. The more information you give us here, the better the solution we will be able to provide. Ignore any questions that are not relevant.

Please go to 360websitesolutions.com/360-website-worksheet and share your answers with us so we have a digital copy

Business Snapshot

What's the name of your Company?

What is your company website address?

What does your company do? What are the products and services you offer?

Who are the decision makers for this project?

What budget have you allocated for this project? Be honest and we will tell you what we can and can't do.

What Are We Doing?

Give us your main reasons for needing a new website.

It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. That is goals that are specific, measurable, achievable, relevant and time-bound. With this in mind, what are the top 5 business needs of your new website?

[eg: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months]

Why do you want a new website?

Goal #1

Goal #2

Goal #3



What Are We Doing? continued

Goal #4

Goal #5

Is there anything about your current site that serves the business well and if so, why?

What about your current website do you not like and want to see changed, why?

Marketing

How are you currently marketing your website, both on and offline?

Please list every form of marketing you have engaged in. i.e. have a facebook page, pay for monthly facebook management, have our web address on letterhead and business cards, website is on our company vehicles, PPC advertising (pay per click), SEO (search engine optimization), commercials, magazines, newspapers, mailers, etc.

What is your monthly digital marketing budget?

digital marketing includes items like social media management, search engine optimization SEO, Pay per click advertising PPC, directory submissions and management, etc.

Who is currently managing your digital marketing budget?

please let us know what company/companies are assisting you currently with any of your online marketing.

What are your desired results from your marketing efforts?

Are you currently obtaining your desired results?



Audience: Who Are We Doing This For?

Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?

What are the top 5 reasons your ideal customer will visit your website?

[eg: research product information, get contact details, ask questions about services, pricing]

How are you currently attracting customers to your website?

Audience continued

Why are people visiting your website?

could be to make a payment, purchase a product or service, get information about your company, etc.

What do you want web visitors to do once they are on your website?

I.e. sign up for your monthly newsletter, fill out a free quote/estimate form, find your phone number to call you, live chat with a representative from your company, make a purchase, etc.

Are you currently tracking visits to your website?

Yes

No

Not sure

What is the average monthly traffic on your website?



Design Concept

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?

Do your competitors have websites?

Please list your top 5 competitors below

1	
2	
3	
4	
5	

Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

Design Concept continued

Anything a competitor is doing that you want to emulate?

Anything on a competitor website that you absolutely do NOT want to have on your website?

Are there any other websites in particular that you like the design of? Why?

Doesn't have to be a competitor or even within your industry

Success

What Does Success Look Like?

If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

Anything else you want to get off your chest?

Additional Comments

Please go to 360websitesolutions.com/360-website-worksheet and share your answers with us so we have a digital copy. Or you can scan this document and email it to us at help@360websitesolutions.com

