

**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.

When you're done, please save and email this back to: [sue@greatbiglake.com](mailto:sue@greatbiglake.com)

**Business Snapshot**

What is the name of your Company?

Click or tap here to enter text.

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

Click or tap here to enter text.

Who are the decision makers for this project?

Click or tap here to enter text.

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

Choose an item.

**What Are We Doing?**

Give us your main reasons for needing a new website.

Click or tap here to enter text.

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 **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime Bound. With this in mind, what are the top 5 business needs of your new website?

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.
5. Click or tap here to enter text.

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

Click or tap here to enter text.

Do you need any special functionality for your website (i.e. shopping cart, online appointment calendar, online subscriptions, membership portal, etc.)?

Click or tap here to enter text.

**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?

Click or tap here to enter text.

What are the top 5 reasons your ideal customer will visit your website? (e.g.: research product information, get contact details, ask questions about services, pricing)

1. Click or tap here to enter text.

2. Click or tap here to enter text.

3. Click or tap here to enter text.

4. Click or tap here to enter text.

5. Click or tap here to enter text.

**Design Concept**

If we decide to take on your project, we will get more detailed information from you at that time about the look and feel that you envision for your website. But, just so that we have a general idea of what you're thinking, please answer the following questions.

Do you have any ideas about what kind of look you want for your website?

Click or tap here to enter text.

Describe any visual elements, colors, logos, images, and/or styles that you would like utilized from existing marketing materials or collateral.

Click or tap here to enter text.

List any web addresses of sites you find compelling. What do you find the most interesting about those sites?

* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.

List any web addresses of sites that you particularly do not like and explain why you don’t like them.

* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.

**Your Competitors**

Do your competitors have websites? If so, list them here.

* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.

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?

Click or tap here to enter text.

**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.

Click or tap here to enter text.

**Additional Comments**

Please give us any additional comments or items you would like us to consider or feel are relevant.

Click or tap here to enter text.

