



Post Office Box 0416
Saint Ansgar, Iowa 50472

Telephone: 855.776.2242
Online: www.triple3.co

WEBSITE KICKSTARTER

THANKS FOR CONSIDERING TRIPLE3 FOR YOUR PROJECT!

We all know communication is key to the success of any endeavor, so we've put together this worksheet to help you capture your vision for the project.

It may be a few pages, but it asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve.

Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Please feel free to skip any sections or questions that aren't relevant to your particular project.

Thanks...

Section 1. About You

PERSONAL INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you currently have a website, what is the address? _____

Are You Looking For A New Website, Or Need Your Existing Site Re-designed?

New Re-Design If A Re-design What's Your Web Address?

Please List Any Other Domain Names You Own

Tell Us A Little About Your Business, Company and Idea...

May We Ask How You Found Us? Referred Search Engine Social Media Advertising Other

Will You Be The Final Decision Maker? Yes No If No Who Will Be

Is There A Deadline We Need To Work To?

Please Give An Indication Of Your Budget (A Ballpark Figure Or Range Will Suffice)

While disclosing your budget may not be something you typically do, sharing this information will help us scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.

Section 2. Website Re-Design

If This Is A New Website, Skip To The Next Section

What Are The Main Reasons For Re-designing Your Site?

(e.g. New Business Model, Outdated Site, Target A New Audience, Make More User-friendly, Promote A New Services / Product, etc...)

What Is The Main Issue You Are Hoping To Solve?

In Order Of Importance, Explain The Primary Business Objectives Of This Site...

(e.g. increase sales, brand awareness, reduce time searching, fewer customer service calls, promote products / services, etc...)

Section 3. Website New Design

If A New Website Is Required, What Is Its Purpose? What Is The Primary Goal?

(e.g. Provide Information On Services, Sell Products, Encourage Users To Signup For An Event, etc...)

If A New Website Is Required, What Is The Main Problem You Are Hoping To Solve?

What Is The Desired Action A Site Visitor Should Take When Visiting Your Site?

(e.g. Make A Purchase, Register For An Account, Subscribe To A List / Newsletter, Make A Donation, Complete A Contact Form, Call, etc...)

Describe Who You Think Would Be A Typical Visitor To Your Site...

(This could be based on demographics such as age, gender, occupation, income level, location, interests, etc...)

Tell Me A Bit About Your Competition...Who Are The Leaders And Followers In Your Field/industry?

(Perhaps You Could Comment On Their Strengths / Weaknesses In Relation To Your Business)

What Is It About You, Your Business Or Background That Sets You Apart From Your Competition?

(Why Should Potential Customers Choose Your Company To Do Business With?)

What Problems Do Your Prospects Have That Your Product Or Service Solves?

For Users Visiting Your Site For The First Time, How Would You Like To Be Perceived?

(e.g. Friendly, Fun, Innovative, Established, Corporate Etc. Will This Differ From Your Current Image / Perception?)

Using 5 Adjectives Or Short Phrases, Describe Your Brand’s Desired Look And Feel...

(e.g. Traditional, Vintage, Classic, Edgy, Funky, Fun, Colourful, Creative, Hi-tech, Corporate, etc...)

Please List *(Provide links to)* At Least 5 Websites You’ve Seen Lately That You Found Compelling.

What Did You Like About Them? Explain Why...

Where Will The Website Content *(Text / Images)* Come From? Is It Ready For Use?

(Should You Not Have Any Appropriate Images For Use On Your Site, These Can Be Purchased By Us From A Stock Library Resource)

Is There Any Particular Feature/functionality You Would Like To Be Built Into Your Website?

(e.g. A Blog, Forum, Video/audio, Image Gallery, Search Functionality, Social Media Integration, Newsletter, Download Areas, Databases, E-commerce, Catalogs, etc...)

Do You Plan To Sell Items Online?

Yes No

Is There An Existing Shopping Cart In Place? If So, Please Describe Any Limitations It May Have.

Do You Plan On Collecting Any Sensitive Information From Visitors That Would Need To Be Encrypted?

Yes No

(e.g. Credit Cards, Social Security Numbers, etc...)

Are There Other Technical Issues Or Limitations?

How Often/regular Do You Believe The Site Content Will Need To Be Updated?

Daily Weekly Monthly Never Not Sure

What Outcome Will Make This Project Successful?

How Will You Measure Success?

How Do You Plan To Market Your Site?

How Will You Be Attracting New People To The Site?

(e.g. Newspaper Advertising, Giveaways, etc...)

What Is Your Long-Term Plan For The Site?

Please List Keywords That Would Be Used To Find Your Site, The More The Better.

(e.g. Terms People Would Search In Google To Find Your Site)

Do You Have An Estimated Number Of Pages For Your Website? What Are They?

Do You Have A Domain Name

Yes

No

Please List

(e.g. www.businessname.com)

Do You Already Have A Hosting Account

Yes

No

If So With Who?

Do You Have Any Social Media Accounts

Facebook

Twitter

Google+

LinkedIn

Pinterest

Other

Please Provide Your Social Media Account Screen Names And Login Account Information

(Only provide your login information if you would like Triple3 to help brand your social media pages)

THATS IT - YOUR DONE!

Unless there's anything else you feel would be useful to know?
If not, then congratulations - you're done!

Now all you've left to do is email this document to:

Design@Triple3.co

or mail it to: Triple3 Post Office Box 0416 Saint Ansgar, Iowa 50472