



## Website Worksheet

Version 1.0

Complete this form and email to [ed@stottmarketing.com](mailto:ed@stottmarketing.com)  
Phone 617-777-3470

After careful review we'll be in touch to set-up a discovery meeting and create a website proposal.

# Website Worksheet

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## Purpose

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

When you're done, email this back to ... [ed@stottmarketing.com](mailto:ed@stottmarketing.com)

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## Business Snapshot

**What's the legal name of your Company?**

**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? This will help us communicate what we can and can't do.**

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## **What Are We Doing?**

**What are your top 5 main reasons for needing a new website?**

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

**What don't you like about your current website?**

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## **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]

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## 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?

Your competitors websites?

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?

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

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## Build a Flowchart or Sitemap

Please build a flow chart or sitemap illustrating the organizational structure. (This gives us an idea of how you would like to see your web pages laid out for navigation purposes.)

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## How Do You Envision the User Experience?

- **Awesome graphics are needed to entice the viewer to want to continue the web journey.**
- **Graphics are a key element to creating the curiosity and interest to take the next step.**

1. **What personas (types of visitors) need to be persuaded?**
2. **What actions do they need to take?**
3. **What information do they require to take that action?**

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## 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.**

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## Additional Comments