

Louise Ingram Web Design – Website Planner

Louise Ingram

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Website Planner

This form is designed to give you a clear idea of what kind of website you need/would like. The more information you can fill out the better picture you will have.

Let's start with how things stand at the minute:

Your Business Name:

What does your Business do?

Do you currently have a website and if so what is the domain name/url?

If you do have a website what do you like about it?

What do you NOT like about it?

What makes your company stand out from its competition?

WHO are your competition?

Who are your audience/customers

What do you want your website to accomplish?

Look & Features

Now lets take a look at how you want your website to look and what features you might like included.

List two or three websites that you like and explain what it is you like about them.

What features would you like your site to have?

**Social Media connection -- Blog -- Sign up form for Newsletter -- Banner --
Slide show Banner -- Gallery -- Video/Audio -- Some kind of e-commerce --
Contact form -- Location map -- List other things.**

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Do you currently have:

**A logo -- Branding or style -- Company colours -- Print material – brochure
etc -- Particular font that you use
if so add details**

How about colours and feel? Which do you prefer?

**Light Dark
Casual Formal
Fun Serious
Modern Classical
Soft Hard
Open Boxed
Airy Compact**

Do you have any particular colours in mind?

What do you see in other sites that you really like?

What do you see in other sites that you really don't like?