



WEBSITE PLANNER

Please complete the following form and return to us via email.

COMPANY DETAILS:

Business name:

Contact person:

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Address:

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City

State:

Postcode:

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Email:

ABN:

--	--

Phone:

Fax: (optional)

Mobile: (optional)

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WEBSITE

Nominated webmaster (the person in charge of your website changes):

Admin username:

Admin password:

Randomly generate my password

Do you currently have a domain? (Yes/No)

E.g. www.yourbusiness.com.au

If yes, what is the domain address:

Do you know where you originally purchased it? (Yes/No)

Do you have your username and password?

Username:

Password:

<input type="text"/>	<input type="text"/>
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Do you have email on your domain? (Yes/No)

E.g. info@yourbusiness.com.au

Would you like us to manage your email? (Yes/No)

Please see over for email addresses you require

If no, would you like us to register a domain on your behalf? (Yes/No)

Domain registration costs an additional \$49 for a period of two years.

Please register this domain for me if available

ABOUT YOUR BUSINESS

What exactly does your business do?

How long have you been in business, how many employees do you have, etc?

What are the most popular products/services you sell? What is the most profitable product/service you sell?

What's your 'value proposition'? Why would a user choose your site in search results?

Example

Info Site

<input checked="" type="checkbox"/>	Non-Profit
<input type="checkbox"/>	Free Estimates
<input type="checkbox"/>	Free Demo
<input type="checkbox"/>	Oldest Business
<input type="checkbox"/>	Other

eCommerce Site

<input type="checkbox"/>	Lower Prices
<input type="checkbox"/>	Free Shipping
<input type="checkbox"/>	Customer Service
<input type="checkbox"/>	Detailed Product Descriptions, etc.
<input type="checkbox"/>	Other

EMAILS

We can also set-up and host your email accounts free of charge. E.g., yourname@yourbusiness.com.au
If you would like to take advantage of this added service, please list the email addresses you require below:

ABOUT YOUR CUSTOMERS

Who do you want to reach? Please segment these groups if there is more than one.
E.g. Blue Chip Companies, Small Business Managers. Their age, sex, income, location, occupation, education, lifestyle and purchasing habits.

Now imagine if you could merge all your customers into one typical customer, what would they be like?
Talk about age, gender, location, income, car, their spending habits and... why they like you!

ABOUT YOUR COMPETITORS

What makes you different? What makes your company different and better than your competitors? What is your key point of difference? E.g. free shipping, money-back guarantee, loyalty club, discounts, one-of-a-kind unique features, service guarantee, etc.

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Who are your main competitors? Web addresses (at least three if known). We can learn a lot from your competitors' successes and failures.

ABOUT YOUR WEBSITE (THE NUTS & BOLTS)

Conversions. How are you planning on converting visitors on your site? What is it you want them to do? E.g. Request a free consultation, download a free eBook, report or checklist, sign-up to your newsletter, call your hotline or take up a special offer.

Key message/primary action. What is the primary message or action you wish to convey? Or alternatively, what's going to be your one big offer you want to push most on your site? E.g. the things that are most likely to make visitors want to make contact with you.

Objectives: What are the basic goals of your website? To sell a product or service, provide eCommerce, networking, sell, serve your customers, open international markets, make business information available, test market new services and products, reach new markets, or improve access to information?

ABOUT YOUR WEBSITE (THE DESIGN)

Logo/corporate identity. Do you have a logo you can supply? What colors would you like us to use?

Company tagline. Do you have a tagline that needs to be incorporated into the design?

What look and feel would you like for your website? E.g. fresh, fun and functional, modern, elegant, artistic, professional, conservative, sophisticated, funky, juvenile, kids/baby, traditional, natural/earthy etc.

Is there anything you would like to add about your new website requirements?

YOUR NEW WEBSITE

Email marketing. Would you like us to include a subscriber opt-in box in the design so you can use email marketing to market to your clients? (If yes, it's a good idea to think about how to make this really compelling and perhaps offer something free in return like a report or checklist. Jot down any ideas if you have them and we'll include them in the design.)

Interesting websites you like. Please list some websites or features of websites you like, and briefly state why.

ABOUT YOUR MARKETING & ADVERTISING

How are you planning to market your site after it goes live? E.g. search engine optimization (SEO), pay per click advertising (PPC), newspaper, radio, TV, newsletters, direct mail, blogging, video, email marketing, social media, networking events, webinars, strategic alliances or forums, expos and events.

Existing collateral. Can you provide us with examples of any existing collateral to help get a feel for your business?

ABOUT YOUR FACEBOOK

Does your business have a physical location? (Yes/No)

If so, please provide the address:

Do you have a personal Facebook account? (Yes/No)

Do you already have a Facebook Page or is your business already listed on Facebook Places? (Yes/No)

If so, please provide URL and login details.

URL:

Username:

Password:

If not, do you require us to set up a new Facebook Page? (Yes/No)

DESIGN

Your Facebook Business Page Timeline consists of two images: A square Profile Picture and a Cover Image, which introduces new visitors to your brand and entices them to subscribe to your updates. In addition to the Profile Picture, our design team will be making you two cover images for your Page, so you can keep the design looking fresh, going forward.

Are you happy to use the logo from your current website in the Facebook design? (Yes/No)

If not, please provide a copy of your logo. Filename:

Are there any other branding elements that need to be included in the design?

Is there a particular style of design you would like to see?

E.g. Contemporary, clean & simple, traditional, grunge, elegant, sophisticated, young, colourful, classic, etc.

ABOUT YOUR FACEBOOK

Are there any other Facebook Timeline Pages that you like?
If so, please provide URLs and briefly explain why.

Is there other content (words/web copy) that you would like on your cover images?

Keep in mind that we'll be making two versions.

Please note: Facebook does not allow you to advertise product prices or offers (eg. 40% off) or calls to actions (eg. Get it now). They don't even want you to ask for 'likes'. Your cover image will be for branding purposes only. In other words, the only thing we're allowed to do is make your company look awesome.

LOCAL SEO QUESTIONNAIRE

BUSINESS DETAILS:

What is your company's unique selling point? What makes YOU different to your competitors?

What are the most profitable products or services you offer?

Are there any website / industry buzzwords we should be aware of?

Are there any particular keywords you want your website to focus on?

Who would you consider to be your biggest / best / leading competitors?

Which area / town / city / suburb are you looking to target?

ABOUT YOUR YOUTUBE

Have you set up your YouTube page yet? If so, please tell us the URL and login details.

URL:

Username:

Password:

Do you require us to set up your YouTube page from scratch? (Yes/No)

Do you have a current logo? If yes, please send it to us. (Yes/No)

Are there any other branding elements that need to be included? (Yes/No)

If yes, please let us know the file names:

ABOUT YOUR YOUTUBE

Please tell us a little about your business.

What do you do? Who are you targeting? What sort of content will you be uploading?

Is there a particular style of design you would like to see?

Contemporary, clean and simple, traditional, grunge, elegant, sophisticated, young.

Do you have any other YouTube pages that you like?

If so please list URL's here.

YOUTUBE PLANNER

Is there any content (words/web copy) that you would like us to include when we set up your page?

Please list any websites or content you'd like us to link to from your YouTube channel page.

Additional notes/comments