

Website Development Standard Process

Discovery – Project Goals & Objectives

- Define Success (If your new website met your expectations 100% what would that mean to you?)

- Website Project Goals (please circle the ones that apply)
 - Brand Recognition (Presenting your business online professionally)
 - Customer Service (Giving your clients a place to contact your business for service)
 - Lead Generation (Generate leads by being visible on the internet)
 - Direct Sales (Generate online sales, from an automated ecommerce platform)

- Example Websites & Themes You Love (list some some websites your love)

- Custom Features (Circle below, basic features such as photo galleries, video, sliders are included)
 - Contact Forms (Presenting your business online professionally)
 - Order Forms (Giving your clients a place to contact your business for service)
 - File Storage
 - Ecommerce
 - Online Chat
 - Client Portal

Other (Please specify)_____

Content Gathering – Gathering Existing Marketing Materials

- Please Provide us your existing print materials
- Existing logo files (must be vector, PSD, AI or PDF)
- Existing photography & videos
- Existing business cards

Content Creation – Building Pages & Creating Content

- List the pages your want visible on your main menu (ex: Home, About us, Services....)

- Who is the best person in your organization to connect with for creating/migrating content for these pages?

- What do you feel are the 3 most important pages on your website?

Technical Stuff

- Where is your current domain hosted?
- Where is your email hosted?
- Where is your current website hosted?
- What is the name, email & phone number of your IT guy?
- Who will require training for using your new website?