



WEBSITE DESIGN WORKSHEET

Name of Your Organization:

Type of Organization:

Who are the stakeholders of the company?

What Does Your Business Do? (Products, services, etc.)

Who Are Your Customers?

What Do Your Customers Need?

Goals For Your Website:

- Create revenue through direct sales.
- Communicate with customers and potential customers.
- Provide information and answer questions.
- Provide online services.- in the future
- Enhance your business image.
- Get increased exposure.
- Generate leads.
- Gather customer information.
- Display your products and services.
- Provide resources to the media so you can get free publicity.

The Main Purpose of Your Website:



Terms You Would Type Into a Search Engine to Find Similar Websites:

Addresses of Competitors' or Similar Websites (2 to 4):

Addresses of Websites That You Like and Why (2 to 4):

Addresses of Websites That You Don't Like and Why (2 to 4):

Themes or Colors You Would Like in Your Website: don't care.

Special Features You Might Want in Your Website: user friendly, easy to navigate.

**Website Budget
(include Hosting and domain name fees)**

Are you looking for Search Engine Optimization and Marketing?_ better content management system. _____



Questions for Your Designer:

My Questions:

Content, Is it the same?

Current Content Mgt System?

Timeframe:

Budget:

Who would approve sitemap:

Who maintains:

Where is the site hosted: