



Website Planner

To assist, we need to find out about your needs.

This planning form will help us understand your target audience, special requirements and the specific message you are trying to convey.

This document will help form the foundation for your website development strategy.

**Please complete this form and
return to Cartwheels.**

objectives

What are the objectives of your website?

- Promote brand awareness
- Advertise products/ services

- Educate consumers
- Support customers

- Sell our products online
- Search engine optimisation

Other objectives

look and feel

- Do you have photographic images you wish to use on the website

What other websites do you like the look of? These may or may not relate to your industry

Identify your competitors websites

Can you describe what you would like your website to look like?

tools and navigation

Please choose from the following list of features for inclusion on your website

Static pages

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Home page | <input type="checkbox"/> Downloadable files/PDF | <input type="checkbox"/> Latest news |
| <input type="checkbox"/> About us | <input type="checkbox"/> Events calendar/seminar details | <input type="checkbox"/> Links |
| <input type="checkbox"/> Products section & services | <input type="checkbox"/> Contact details | <input type="checkbox"/> Site map |

Additional functionality

- | | | |
|---|---|---|
| <input type="checkbox"/> Ability to add pages | <input type="checkbox"/> Animated features | <input type="checkbox"/> E-commerce |
| <input type="checkbox"/> Photo gallery | <input type="checkbox"/> Video | <input type="checkbox"/> Email marketing solution |
| <input type="checkbox"/> Search facility | <input type="checkbox"/> Frequently asked questions | <input type="checkbox"/> Secure client login area |
| <input type="checkbox"/> Form(s) | <input type="checkbox"/> Archive facility | |

Describe other navigation items you would like to include in your website

content

Where will the content come from?

Who will be maintaining your site after it goes live?

hosting & email details

- | | |
|---|---|
| <input type="checkbox"/> Do you require us to provide web hosting services? | <input type="checkbox"/> Do you require us to provide email services? |
| <input type="checkbox"/> Do you have existing hosting? | |

Please provide your details

FTP address

Username

Password

Cpanel access url:

Username

Password

search details

What keywords would you use to search for your website in a search engine such as google?

In one sentence describe the goals/objectives of this website. This will be the text which follows your company name in Google search results.

notes

Please let us know if there is anything else to take into consideration for your new website.