



Website Design  
Checklist



Client [Questionnaire](#)



**Every website design project begins with a plan!**

We've created this Website Design Checklist to help you define your requirements, preferences, and resources.

When you put the plan on paper you come to know how much work is involved on your end, and *possibly* an appreciation of the work needed to be accomplished on our end.

Please go through this Web Design Checklist and answer all questions to the best of your ability. On completion, send us the answers and we'll be ready to begin your project - or at the very least, we'll provide an accurate estimate.

## Website Design Checklist



### General Info

# Tell Us About **Your Company**

1. What does your organization do?
2. Who are your top 3 or 4 competitors? Please give the websites.
3. What products or services do they offer and how do they compare to yours?
4. What is your competitive edge? (List at least three reasons why you are a good business choice.)
5. What media are your successful competitors using?
6. How do they compare to yours?
7. What are their prices?
8. What is your pricing strategy?
9. What is your goal, as an organization? Sell? Network? Influence opinions? Something else?
10. Do you have a website? What is the website URL:

## Company **Insights**

These questions look at the competitive landscape and help identify your strengths and weaknesses.

Your site visitors will be asking “What’s in it for me? “Why should I do business with your company?”

## Website Design Checklist



# Site Objectives and Goals

1. What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)
2. Establish a strong internet presence, increase marketing and product branding?
3. Increase sales; generate business leads?
4. Support existing advertising, promotional efforts?
5. Offer customer service?
6. Improve or reinforce branding/identity?
7. Improve access to information?
8. Direct sales? E-commerce?
9. Build business traffic? Increase membership growth?
10. Recruit new employees; post job opportunities?
11. Provide latest information regarding new products/services, sales, promotions & events?
12. Will you provide a sample portfolio of products online?

## Defining Site Goals

Without website goals and objectives, how will you measure success?

This section sheds light on areas that you may not have considered, such as using your website for recruitment, memberships, etc.

## Website Design Checklist



## Rank by Importance

1. A web strategy that fits with our marketing strategy
2. Modifying and moving existing content to the Internet
3. Building a community of dedicated visitors
4. A really great design
5. A really fast deployment
6. Ease of maintenance
7. Beating our competition on the Web
8. Staying within the budget
9. Looking web-savvy

## Other Goals

Take a look at some of the more intangible aspects of your website and determine what's important for you.

## Website Design Checklist



# Website Specifications

1. How many pages will your Website have?
2. Do you have a site layout in mind?
3. Can visitors buy a product or request information?
4. Have you decided what the main categories or sections will be on your site?
5. Do you plan to have a shopping cart, order forms or a calendar of events?
6. Will the site have contact forms?
7. Do you want Flash animation on any of the pages? If so, on how many pages?
8. Direct sales? E-commerce?
9. Do you have any videos to use on the website? If so, and on how many pages?
10. Have you seen any sites that you particularly like?
11. What is it about those sites that you like? Colors, layout, design?
12. Please provide the links to 2-3 websites that appeal to you.
13. What image will your website convey?
14. Do you prefer a three column or two column layout?
15. Do you want a vertical or horizontal navigation bar? Or both?

## WebSite Design

Pinpointing your likes and dislikes can be challenging – yet at the same time it's lots of fun.

Use this section to articulate your preferences – everything from colors to navigation. Maybe pull-down menus and Flash animation annoy you. Now's the time to let us know.

## Website Design Checklist



## Current Resources

1. Will you supply all art and copy digitally?
2. Do you have photos for scanning?
3. Do you want your site to use only graphics, only photos, or both?
4. Do you have photos of you, your staff, your services, or your products?
5. Do you have any vendor supplied photos or graphics you are authorized to use?
6. Do you have a logo and the digital copy?
7. Would you like us to create a logo for your business? If yes, would a stylized typeset of your company name be sufficient?
8. Do you have a tag line?
9. Have you written the web copy (content) for the site?
10. Will you need our assistance in creating the web copy? If yes, do you have this information electronically?

- ✓ Company brochures
- ✓ Client presentations
- ✓ Customer letters

- ✓ Information flyers
- ✓ Case studies
- ✓ White papers

## Collecting Collateral

Take stock of your resources and marketing collateral. What do you already have and what must be created?

If you have an old logo, maybe it's time to update to a more modern look. How about your old brochures? Is that copy stale? Is it relevant?

## Website Design Checklist



# Common Menu Items

1. Home
2. Services. How many pages? Ideally, each service should have its own page.
3. Product categories
4. Customers
5. Testimonials
6. FAQs
7. Forms
8. Articles or other informative topics
9. Pdf files to include
10. Links or resources
11. About us
12. Contact us

## Menu Considerations

How many sections and pages will your website have?

How much of your marketing assets can be used as PDFS and links?

## Website Design Checklist





## Current Marketing

1. How are you currently marketing your Website or products?
2. Are you planning to register the site with local directories and search engines?
3. Do you plan to use social media to attract visitors to your website?
4. Do you publish articles about your business on other websites, magazines, or journals?
5. Will you be publishing a newsletter? If so, what email service provider will you use?
6. If you are currently advertising on major search engines such as Google, Bing, and Yahoo, what are your key metrics, (conversions, click throughs, etc.)?
7. Do you use special offers and landing pages for these campaigns?
8. Would you be interested in improving the performance of your campaigns?
9. What other web marketing avenues do you use? Banner ads, affiliates, etc.?

## Previous Marketing

10. Has a previous company provided you with a list of keywords?
11. Are you currently using these keywords in your campaigns? If so, what are the conversion rates for top terms?
12. Have you continued to obtain inbound links for website?

## Marketing Review

This section examines what you are currently doing to market your business and what you plan to do.

By taking a look at ALL your marketing efforts, we can ascertain where we need to maintain the status quo or beef up efforts.

## Website Design Checklist



## What You Like

Now the fun part: On page six, Website Specifications, we asked you to provide links to 2-3 sites that you *really* like. If you haven't already done that, please do.

These sites do not need to be in your industry sector. Make a list of the site features that attracted you: Bells and whistles? Navigation? Colors? This is important - it tells us what you like and don't like. It may not bear directly on the final design - remember, we're designing for your audience, but more often than not your favorite sites can give us some great insight.

## Important Factors

When is your deadline for this project?

What is your budget for the Website development as described above?

The scope of website development can vary a lot driven mostly by customer requirements. Please provide a budgetary range for planning purposes.

**Closing:** After you've completed the questionnaire, please send it back to Aurora Marketing and we will provide an estimate and some references.

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