

The Client Worksheet



It's easy to make the simplest things seem complicated, but it takes skill to make the complex appear simple. Luckily that's what Telelink specializes in.

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to jim@gotelelink.com and we'll work out the right solution for you.

All about you



What's the name of your company and intended website?

Describe your company

Describe the concept/product/service your site will provide

We like to keep our address book up-to-date. Who are the main contacts for this project and what are their roles?

When would you like to start?

When does it need to be completed?

Is there a specific reason for these dates?

Your budget dictates how much time we can devote to your website. What are you looking to spend to achieve your vision?

**What are you
trying to do?**

Goals



Give us your main reasons for commissioning a new website

In order of importance (most important first) what are the business objectives for your site (Example, improving sales rate, increase customer satisfaction, reduce time searching)

What is your measure for success - and what are you hoping to achieve? (Example, 20% increase in sales)

What aspects of your current site work well?

Why are they successful?

What's not so great?

Why do you think that is?

Who is your target?



Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company and the services you offer?

Why will people use the kind of service you offer?

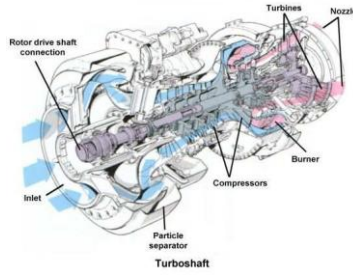
Why will people choose your site over others?

What do you imagine people using your site for? What will they want to do there?

Outline any ideas for features you have for your site.

How do these features support your business goals and the goals of your user?

Design Concept



Design Tone - Select ONE word from each row to determine the design tone. The word pairs are opposites so if you can't definitively select one word over the other you should select 'neither'.

Conservation
Cold
Traditional
Fun
Masculine
Casual
Energetic
Trendy
Spontaneous
Loud
Solitary
Unique
Young

Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither
Neither

Progressive
Warm
Innovative
Serious
Feminine
Formal
Laid Back
Classic
Orderly
Quiet
Popular
Familiar
Old

People are coming to your new site for the first time. How do you want them to feel about your company?

Tell us a bit about your competition. Who are the leaders in your field?

What are their website addresses?

What works for them and what doesn't?

Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

What features would like in your web site?

(Example, Newsletter, event calendars, Google maps, contact forms)

Search Engine Optimization



You might have the best website available, but unless your clients and potential customers can find you, what good is it? What website marketing plans do you have?

Do you plan on maintaining you're your own website marketing or do you want us to handle this for you? If you don't know at this time, that's ok, but this is something that will eventually need your consideration.

Additional Comments



We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

**FOR INTERNAL
USE ONLY**

Website Check List

- Website Purchase
- Website Hosting
- Training
- WordPress
- PHP
- HTML
- FrontPage
- SQL Database
- MySQL Database
- CPanel Support
- SSL Certificate
- FTP Access
- Encryption
- Java Design
- Ecommerce
- Video Server
- Dedicated IP
- Newsletter Broadcast
- Web Analytics
- Blog Requirement
- Twitter Feed
- CGI Support
- BW Limit
- Storage Limit
- Starter Package
- Business Package
- Commerce Package
- Pro Package
- Backend Support
- Site Builder
- Site Backup
- Domain Privacy
- FQDM
- Flash
- Sub-accounts

Email Check List

- Email Hosting
- Exchange Hosting
- Anti Spam Filter
- Anti Virus Filter
- Firewall Support
- WebMail
- Archiving
- Mailbox Size
- OWA Access
- Mobility Support
- Calendar Sharing
- Contacts Sharing
- In-Place Archive
- In-Place Hold
- Monitoring
- Mail Encryption
- Office 365
- Lync Online
- Sharepoint Online
- DropBox
- Google Drive
- MS OneDrive

Marketing Check List

- SE Optimization
- Google Adwords
- Google Analytics
- Google Webmaster
- SEO for Wordpress
- Broken Link Check
- MailChimp
- Constant Contact
- Keywords Tag
- Headings Tag
- Qualified Links
- Keyword Strategy
- Robots.txt file
- Web Analytics
- Link Strategy
- Index Pages
- Title Tag
- XML Sitemap