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Website Planner

www.powershift.biz 1.802.253.6287

# Contact Information

|  |  |
| --- | --- |
| **Your Name** |  |
| **Email**  |  |
| **Phone** |  |
| **Mailing Address** |  |
|  |  |
| **Company Name** |  |
| **Industry** |  |
| **Brief Description of Business** |  |

# Web Presence

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| **Current or Intended Website URL** |
|  |
| **Is your website mobile ready? If not are you interested in a mobile site?** |
|  |
| **List the social media networks your business belongs to:***Examples: Facebook, Twitter, Pinterest, Google+, YouTube* |
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| **Do you plan to or currently have a blog?** |
|  |

# Website Goals

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| **What do you want the web site to do for your company?** |
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| **What is the most important *function* of this site (to you and your clients)?** *Examples: For the visitor to call, contact you, make a purchase etc.* |
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| **What are your main products and/or services?**  |
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| **Do you have a mission statement or business goal?**  |
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| **Do you have any competitors? If so who are they and how does your business differ?** |
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| **When are you looking to begin your project? And when are you looking to launch your project?** |
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| **If you were using a search engine, what words or phrases would you use to find your site?** Which of these words or phrases is the most important? Second? Third? |
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| **What is your budget for this project?** |
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# Site Redesign Information *(if this site is not a redesign, please skip this section)*

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| **What is your main goal for this redesign?***Examples: Provide a better experience, update the site’s look at feel, target a different audience* |
|  |
| **What type of information do you want on the homepage?** |
|  |
| **Do you have a site map or content structure in mind?** |
|  |
| **Do you have all the images/text for your website already?** |
|  |
| **What are the types of information you want to publish?** *Examples: news, events, product or service descriptions, video, audio?* |
|  |

# Content

|  |
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| **How many pages does/will your site have?** |
|  |
| **What type of information do you want on the homepage?** |
|  |
| **Do you have a site map or content structure in mind?** |
|  |
| **Do you have all the images/text for your website already?** |
|  |
| **What are the types of information you want to publish?** *Examples: news, events, product or service descriptions, video, audio?* |
|  |

# Branding

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| **Do you have current marketing materials with your branding on them? If so what kinds?** *Examples: Business cards, brochures, flyers, email newsletters* |
|  |
| **Are there any websites that you really like the style of? Please list 3-5 examples.** |
| 1.2.3.4.5. |
| **Describe your new site’s desired look and feel by using adjectives and short phrases***Examples: Edgy, Crisp and Clean, Modern, Natural, Muted Colors, Energetic, Corporate* |
|  |