



## Website Spec Sheet

### Background / Overview

#### **Your organization or business**

What you do sell, or what service you do provide?

#### **Purpose of the project**

Why are you doing this initial website or, website redesign? If this is a redesign, please explain what is lacking in your current website.

#### **Who is your target audience?**

**What information will they be looking for, or what will they want to do when they come to your site?**

**What do you want them to do when they come to your site? Do you have a specific "Call to action"?**

#### **Goals of the project**

What is your definition of success?

Can you identify a measurable goal? (Such as number of leads or sales per month)

#### **What could the website do to make your business more efficient?**

- Enable customer inquiries via contact forms
- Register and/or pay for classes or events
- FAQ page to answer questions



## Website Spec Sheet

### Website pages and features wishlist

**What pages or features are on your wish list for the website ?** (check all boxes that apply)

- About - the organization/mission statement/philosophy
- About Team – you, partners, team of professionals, bios
- Services
- Products
- Slideshow galleries (how many? \_\_\_\_\_ )
- Contact page
- Contact forms
- Calendar of events
- Blog
- News / Press releases
- Accept donations via Paypal
- Resources
- Testimonials
- Location / Directions
- Audio clips
- Videos
- Pay or require some action (such as registration) prior to ability to download content
- Enable membership and process join or renew online
- Protect content behind a password (pages, pdf's, videos, or other content)
- Search box to search the website
- Newsletter signup (mail chimp, constant contact, etc.)
- Social media icons with links out to those sites
- Twitter or facebook feeds pulling tweets or facebook timeline in to your site
- Pinterest
- Other:

**Gathering your materials.** Which of these elements do you already have or do you need?

- | Have                     | Need                     |                                      |
|--------------------------|--------------------------|--------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Domain Name? Web Hosting?            |
| <input type="checkbox"/> | <input type="checkbox"/> | Logo? Brand Identity?                |
| <input type="checkbox"/> | <input type="checkbox"/> | Head shot of you                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Content for each page of the website |
| <input type="checkbox"/> | <input type="checkbox"/> | Social Media accounts                |
| <input type="checkbox"/> | <input type="checkbox"/> | Paypal account                       |



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### Website Budget

#### **Budget part 1**

What is your budget? I know, it's hard to know what you want to spend if you have no idea what websites costs. Well here's a little trick to at least help you determine what you *don't* want to spend: Start with \$2000. Do a gut check. Are you comfortable with that number? If so, raise the number by \$1000 increments until you get to point of, "Nope, not comfortable... definitely don't want to spend that." Keep in mind that this number is not used to determine my fee. It's used to determine if all the items from your wish list above are doable given the budget you have to work with.

#### **Budget part 2**

If your current budget does not allow for all the checkboxes above, please detail here what items are the must-have features for the initial website or "Phase 1".

What items or features might be put on the nice-to-have, or "Phase 2" of the website?

### Your Marketplace

#### **SEO – Search Engine Optimization**

How important is SEO (how easily your website is found when a user performs a search for your type of business/services/product/site) to your organization's livelihood? Please check which best describes your endeavor.

- My business is all referrals. This website is mainly brochure-ware and to provide an online presence or showcase.
- I need this site to provide legitimate leads in my local/regional area.
- I face stiff competition in my local/regional area and I need this site to come up in google searches on the first page.
- I am selling my products online nationally and need people to find my site nationwide.

**Who are your competitors?** URLs please if available

**Can you provide examples of websites you would like to emulate?**



## Website Spec Sheet

### Design

Do you have any branding elements that should be used?

Preferred color palette?

What mood, perception, and overall style do you wish to convey?

- |                                       |   |  |
|---------------------------------------|---|--|
| <input type="checkbox"/> Business     | <input type="checkbox"/> Creative, Edgy     | <input type="checkbox"/> Calm, Subdued   |
| <input type="checkbox"/> Powerful     | <input type="checkbox"/> Modern, Chic       | <input type="checkbox"/> Welcoming       |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Retro              | <input type="checkbox"/> Clean           |
| <input type="checkbox"/> Traditional  | <input type="checkbox"/> Energetic          | <input type="checkbox"/> Earthy, Natural |
| <input type="checkbox"/> Dependable   | <input type="checkbox"/> Nightlife/Downtown | <input type="checkbox"/> Other           |

Facets:  Cool  Subtle  Bright  
 Warm  Bold  Dark

Shapes can also be powerful, especially if they relate to your business, or your organization's name. Note below if there are shapes you wish to incorporate into the site.

### Ecommerce or Online Sales

Do you already have a payment/shopping cart solution which you want to use (Volusion, Shopify, etc)?

If not, which of the following do you need a shopping cart to provide? (check all that apply)

- Ability to sell a small number of simple products
- Ability to sell a large number of products with variable options (For example T-shirts: that are available in different colors, different sizes, different genders, etc.)
- Offer more than one shipping service (Fedex, US Mail, UPS)
- Offer live shipping rates from shipping vendors
- Payment transactions completed on a 3<sup>rd</sup> party site such as Paypal? or,
- Payment transactions and ability to use credit cards completed on your website?
- Payment processors other than Paypal?

Which of these elements do you already have or do you need?

- | Have                     | Need                     |                               |
|--------------------------|--------------------------|-------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Product images                |
| <input type="checkbox"/> | <input type="checkbox"/> | Payment processor information |
| <input type="checkbox"/> | <input type="checkbox"/> | Shipping account information  |