

Liquid Webmasters

PRELIMINARY NEEDS ASSESSMENT OF WEBSITE & WEB TRAFFIC

Make a splash....

Please complete the following document, and fax back to us on:

Fax +1-212-656-1555 (USA)
Fax +1-514-221-4148 (Canada)

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Business Profile

Company Name	
Main Contact	
Address	
Phone Number	
Email Address	
How did you find us?	

Checklist

Please check as many items that are applicable

- This is a new website
- I have an existing website
- Do you own a domain name
 - If yes, what is it? www._____
- Do you have an exiting web hosting company?
 - If yes, who are they? www._____
- I have a web ready logo
- I have a Favicon
- I need online billing
- My site will have/has a members area that will require user names and passwords
- I need an SSL certificate
- The site needs to work with Desktop and Laptop computers
- I need my site to work on iPhones and other mobile phones

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Questions – Web site

In this section we ask some very probing questions, but we need you to answer as many of them as you can so we can understand exactly what it is your trying to achieve for your website so we can build exactly what you need.

1. What is the nature of the business?

Answer: _____

2. What is the primary aim/goal of your website?

Answer: _____

3. What other aims do you have for your website?

1. _____

2. _____

3. _____

4. What will set your business apart on the web?

Answer: _____

5. Name your three biggest online competitors

1. _____

2. _____

3. _____

6. How many web pages (approximately) do you think you need)?

Answer: _____

7. Is this a presentation site, or a site that you want to get lots of web traffic too?

Answer: _____

8. What languages do you need?

Answer: _____

9. Do you need analytics to study we traffic or sales (please give details)?

Answer: _____

10. Do you have a slogan or tag line that describes your business?
Answer: _____
11. Please describe your typical customer?
Answer: _____
12. Do you customers come from a particular geographical area?
Answer: _____
13. What is your budget for this project?
Answer: _____
14. Who on your staff will liaise with Liquid Webmasters to complete this project (inc email address and phone number)?
Answer: _____
15. What is the deadline for completion of this project?
Answer: _____
16. Please list 3 other sites that you like from a design perspective
1. _____
 2. _____
 3. _____
17. What don't you want on our website in terms of text, images, graphics or videos?
Answer: _____
18. Who will be responsible in your team for updating the site (applies to clients who use a CMS)?
Answer: _____
19. If you are planing on billing online, what methods of payment would you like to add?
Answer: _____
20. Who will be handling your customer support and web inquiries?
Answer: _____
21. Do you like simple and clean designs for web sites, or do you like sites with lots of flash animations and heavy on the graphics?
Answer: _____

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Questions – Web traffic (visitors)

In this section we ask you about how you plan on getting people to come to your website. If you already have a website with traffic, please still answer these questions as it will assist us in designing the right pages for your incoming traffic.

Do you have accounts with

Google AdWords	Yes/No
Bing AdCenter	Yes/No
Yahoo	Yes/No
FaceBook	Yes/No
MySpace	Yes/No
Other (please specify)	_____

For existing web sites, do receive traffic from affiliate programs (please specify)?

Answer: _____

Do you currently run any software to manage your traffic buys?

Answer: _____

Do you currently run any software to manage your traffic analytics (e.g. Google Analytics)?

Answer: _____

Do you have a complete set of keywords for your online business?

Answer: _____

If you have an existing site, has it been Search Engine Optimized?

Answer: _____

What is your monthly marketing budget for:

Search Engines \$ _____

Social Networks \$ _____

Publisher Networks \$ _____

Affiliate Programs \$ _____

What are your short term goals for web marketing?

Answer: _____

What are your long term goals for web marketing?

Answer: _____

Is there anything else that is different or unique to your business that you believe has/will help you with your online business – please explain?

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