



# Website Worksheet

Version 1.0

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# **Fill this Free Website Worksheet and get a free quote and consultation session from me.**

## **Purpose**

This is your opportunity to tell us why you need a website and what the website should achieve. The more information you give us here, the better the solution we will be able to provide. Ignore any questions that are not relevant or that you don't have answer to.

When you're done, email this back to ... [info@sipconsulting.com.ng](mailto:info@sipconsulting.com.ng)

## **Business Snapshot**

**What's the name of your Company or Organization?**

**What does your organization or company do? What are the products, programs and services you offer?**

**Who are the decision makers for this project?**

**Who is the contact person for this website project?**

**Do you have a website before? if yes, what is the address of the website?**

**What budget have you allocated for this project? Be honest and we will tell you what we can and can't do. (kindly select/specify from options below)**

1. ₦100, 000 - ₦ 200, 000
2. ₦ 200, 000 - ₦ 300, 000
3. ₦ 300, 000 - ₦ 500, 000
4. ₦ 500, 000 - ₦1,000,000
5. ₦ 1,000,000 - ₦15,000,000
6. Others specify: \_\_\_\_\_

## **What Are We Doing?**

Give us your main reasons for needing a new website.

**It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. That is goals that are specific, measurable, achievable, relevant and time-bound. With this in mind, what are the top 5 business needs of your new website?**

[eg: 20% increase in sales in 6 months, 30% increase in membership this year, reduce paper or office administrative costs by 15% in 3 months]

**What problems are we trying to solve buy this website?**

**What features or functions would you want your website to have? And why?**

## **Who Are We Doing This For?**

**Tell us about your ideal customer or those who are to patronize your website. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?**

**What are the top 5 reasons your ideal customer will visit your website?**

[eg: research product information, get contact details, ask questions about services, pricing]

## **Design Concept**

**How do you want people to feel when they interact with your website brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?**

**Do your competitors have websites? Write their website addresses below;**

	<b>1</b>
	<b>2</b>
	<b>3</b>
	<b>4</b>
	<b>5</b>

**Tell us about your competitors. Who else is competing for the attention of your ideal customer, member or colleagues and what are they doing that you think is working?**

**Are there any other websites in particular that you like the design of? Why?**

## **What Does Success Look Like?**

**If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.**



## **Additional Comments**