

Situation Analysis:

OVERVIEW:

One paragraph stating who you are and what you do.

List the URL (or URLs) that you want redesigned.

List any other services you are interested in learning more about, such as:

- Brand identity
- Digital marketing (content marketing, SEO, SEM, PPC, etc.)
- Copywriting
- Website hosting
- Website maintenance (routine “housekeeping” like backups, updates, etc.)

MARKETING:

What are your company’s sales and marketing goals? Are you looking to generate leads, facilitate sales, reinforce relationships, amplify your brand, or something else entirely?

Explain how your website fits into your overall marketing program. What are your primary marketing pursuits and how will they integrate with the website?

Explain your frustration with your overall marketing program and your current website.

CAPABILITIES:

Explain your current brand identity needs. Do you have a current style guide and message architecture?

Explain your current content needs. Do you have in-house copywriters, photographers, editors, etc.?

Explain your level of participation. Who will be assisting during website development and after the site launches?

GOALS:

After launch, what do you want the website to achieve? Quantifiable goals such as traffic, conversions, etc.? Or perhaps more qualitative goals such as brand awareness, quality of leads, etc.?

What event, business condition or sales window will inform the optimal launch date?

What return on investment do you require? What is your budget range?