

# Website Planning Guide

Company/Organization: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_  
city state zip

Email(s): \_\_\_\_\_ Phone #(s): \_\_\_\_\_

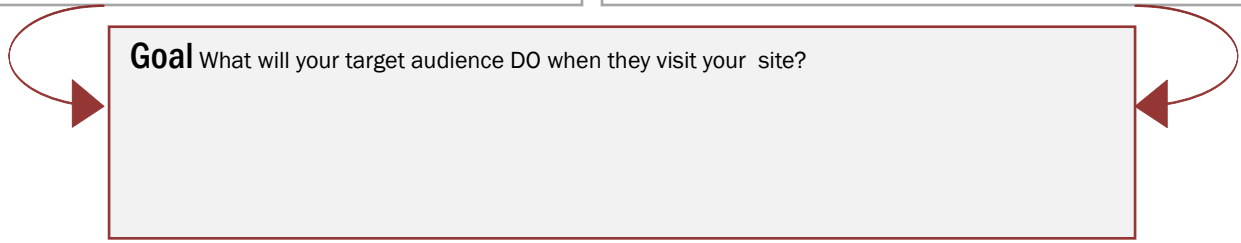
Do you need a domain name and/or hosting? \_\_\_\_\_  
*Don't worry if you don't know what these are. We'll help you out. That's our job!*

## Selling Point

What makes your company/  
organization unique?

## Purpose of Website

## Target Audience



**Look & Feel** What's the style &  
personality of the site?

**Content** What needs to be included in the site?

# Website Planning Guide | pg. 2

**Search Engine Optimization:** What words/phrases do you think people will use to find you through search engines?

## When Will We Launch Your New Website?

- Within 3 months (I have all of my content ready to go. Copy written, images ready, etc...)
- 3-6 months (I'm working on my content and it will be ready soon.)
- 6 or more months (Content? What content?)

Do you have a specific date in mind?

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## What's Your Budget?

- \$800-\$1500
- \$1500-\$3500
- \$3500-\$7,000
- over \$7,000

## What Else Do You Need?

Print materials, PowerPoint Templates, Business Cards, etc...

**Social Media** Facebook, Twitter, Flickr, YouTube, etc... What other online presences do you currently have? What else do you think you need to reach your target audience?

## Competitors

Who are your competitors? Please provide links to their online sites: websites, Facebook, Twitter, etc...

## Other Sites

Tell us about a few other websites that have elements you think would be a good fit for your marketing needs.