

## Let's Get You on the Web!

We're excited to help you get your ideas and your business on the web! Before we get down to designing, coding, and connecting, we'd like to know a little bit more about your goals and your situation. Please take some time to fill this out as completely as you can. Though all of these questions require an answer, it's ok if you're not sure right away what that answer is. Just respond to the best of your ability and we'll go from there.

### What do you want the website to do? What should it ultimately accomplish?

First, we need to start with the goal of the website. It could be as simple as "generate leads" or more in-depth like "improve specific community interaction." It's fine to have a primary goal and a sub-goal or two but, just like anything, as the purpose gets broader, the efficacy for each goal will decrease. A specific, attainable goal is key.

Who builds a website without a goal? Why go through the time and effort, why spend the money, and why go through the hassle if there's no reason to do it? And yet, time and time again, websites are built, time is wasted, money is spent, and hassles are created without a solid outcome at the forefront of this flurry of action. As a thought experiment, think of a popular website. In fact, think of ten of them. Now, think about why they are popular. This should go a long way towards convincing you that a good website needs a goal.

*Examples: more lead email; more appointments set; more widgets sold*

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## What are the design, content, or technological constraints?

There is no right answer to this; many people start out with no content and no identity which is fine. Other people already have a logo, slogan, content, and color scheme that can't change. Before building a site, we have to understand what already exists and what the limits are.

*Examples: existing logos and color schemes; existing URL or site; existing marketing material or copy.*

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## Can you list 3 or 4 existing websites you've seen that appeal to you in some way? Why do you like them?

The website that represents you or your business should not only appeal to you but reflect something about your goal with the site. It can be difficult to describe aesthetics that are appealing but it's easy to say whether something appeals or not. It's good for us to understand your vision of the site so we can create something that you like and something that you are proud to show off. Take some time to cruise through the sites you frequent and sites in your industry, making note of what jumps out to you or, alternatively, what subtleties you like.

*Example: digg.com because of the interaction and ease-of-use; vimeo.com because of the colors and layout; webdesignerwall.com because of the design and colors*

Site 1:

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Site 2:

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Site 3:

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## What do you envision for your site/company in the long term?

I want you to explore what you see for the site in the future. Will there be more information later? Additional products? A blog? A gallery? The more information I have at the start, the easier I can make changes later. Having a short-term goal for the site with a vision for its future is the best-case scenario and will save expense and time later.

*Examples: additional products; a new direction; a new market or audience*

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## How much time can you invest in your web presence on a weekly basis?

For this question, there is no right answer, just an honest one. A great website does more than just present information and promote your goal, it also helps you interact with the community and your industry. This can be done through posting on a blog, participating on a social networking site, and/or writing articles for on-line publication. The more the better but, let's be realistic, not everyone has an extra 10 hours a week to interact. Whether it's 1, 5, 10, or 20 hours, let us know.

Total =                      hours/week                      Comments:

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## What is your budget range or limit?

A great website comes more out of planning than out of spending. Let us know what your on-line budget is at start-up and going forward. This will help us create a plan that is realistic for your business and your checkbook.

*As a guideline, basic websites range from \$600 - \$1000, more involved sites including a blog and other features range from \$1000 - \$1500, and ecommerce sites typically start around \$1200 – 1500.*

Total starting budget:

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Monthly maintenance/hosting budget (if necessary):

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## What is your desired timeframe?

We're definitely in the business of getting people up and running in a realistic timeframe so the default value for this question is "ASAP." If, however, there is an upcoming event, change, or release that should correspond to the website getting completed, let us know here.

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## That's it.

Thank you for taking the time to answer this as completely as you can; the more time we spend on planning, the better the outcome.

When complete, give Josh a call at (619) 434-0903 or an email at [josh@joshcanhelp.com](mailto:josh@joshcanhelp.com) and we'll take the next step.

## Thanks in advance!