

I design & build ♥ for the Web

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Project appraisal sheet

How can I help..?

1. Describe the concept/service your website will provide?

...

2. What are your reasons for commissioning a new website?

...

3. Is there an existing website. If so what works well/poorly?

...

4. What types of information does the website need to display?

...

5. Outline any ideas for features you have for your new website?

...

6. How do these features support your business goals and the goals of the user?

...

7. Does your project have any business objectives and what are your measures for success (views/hits, conversions, viral success etc.)?

...

8. Who are your competitors? Do any similar natured websites currently exist? (If so please provide URLs)

...

9. Describe the types of people you expect to visit your new website?

...

10. People are visiting your new website. How do you want them to feel?

...

11. Do you own hosting and a domain name?

...

12. Will you need a content management system (CMS) to update the website yourself? If so, which features are dynamic and update-able?

...

13. Do you own any existing website assets (ex. copy content, fonts, style/brand/identity guidelines, imagery/video, logos, relevant reports/documents etc.)?

...

14. When are your ideal project start and end dates?

...

15. How much are you looking to spend (top/bottom-line)?

...

Phew, I hope that wasn't too laborious!

The info you've provided here will be invaluable to me in scoping your project; enabling me to supply you with an accurate time-frame and cost quotation.

It's important, and rewarding, for me to maintain close relationships with my clients. If you'd like to speak to any of my clients directly at this stage for testimonials of my work in relation to your project, then I can certainly do my best to arrange this for you.

NB All my work is contractual; 50% upfront, 50% on completion, with a free 14-day support period until sign-off, just to make sure everything is running smoothly for you (and your client). Any work under £300.00 is 100% upfront.

Best regards,