

Ace Eight of Spades Website Worksheet

This document will help us put together a solution that best reflects you and the goals of your business. What you say will determine what we create.

Project Details

- 1) What is your current or intended website address?
- 2) Why do you want to have a new website, or have your current site redesigned?
- 3) How soon do you need the new website completed? Has this date been chosen for a reason?
- 4) Why do you believe site visitors should do business with you rather than with a competitor? Do you have a unique selling point?
- 5) Who will be responsible for maintaining the website or providing new content?
- 6) Do you already have a logo or branded materials such as business cards, stationary?
- 7) How will you measure the success of your website re-design or new website?

Your Budget

- 1) What is your approximate allocated budget?

(this isn't a trick question, there are many ways of producing a website, disclosing your budget will enable us to tell you the best way of producing your site or what we can produce within your budget)

Current Website (If Applicable)

- 6) Who do you currently host your website with?
- 7) Do you feel your current website promotes a favorable user experience?
- 8) What shortcomings exist on your current website?

9) Will the existing website content be used?

Your Customers/Users

10) What types of people do you expect will visit your website most often?
(age, industry, male/female, income, etc)

11) How is your business currently perceived? Do you want to portray the same sort of image through your website?

Your New Site and the Competition

12) The importance of first impressions cannot be underestimated. How should people describe your new site?

(Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.)

13) What colours and/or imagery convey the personality and tone of your business?

14) Do you already make use of a consistent colour scheme?

15) Who is in charge of producing/editing your new site content?

16) Do you require professional copywriting services? If yes, how many pages?

17) Please list your main competitors. What do you like and dislike about your competitors websites?

18) Are there any particular websites that you like? Why?
(specific page elements, colours, typography, photos, etc.)

19) Do you plan to run any email or other promotional campaigns along with your new website?

20) Will your new website feature and video, music, or animated content?

21) Do you have any professional photos ready for the new website? Should purchasing stock photography be factored in to our quote?

Thanks for taking the time to fill out our worksheet – have a good read through and ensure everything you think we need to know is on there. You can email this document to **aceeightofspades@gmail.com**, or if you want to be really old school, mail it to the office.