THATWEBCOMPANY

Pre-Website Checklist

Hey there! Looking to build a website? Fantastic! Your business website is your most powerful digital marketing tool, and therefore, there are some important things to consider before diving head first into a website project.

While we'll take care of your all important website design and development, this checklist is designed to help you compile all the neccessary written content you will require to provide us, while answering some important questions about your project along the way!

This checklist will give you a headstart on your web project, and make the process run even smoother! We even recommend that you bring this document along if you are having a face-to-face consultation with us.

** INSTRUCTIONS **

1. Open this interactive PDF using Adobe reader or Acrobat.
2. Click inside boxes to mark with a tick. Click and type in text boxes to leave your answers.
3. "Save A Copy" of your completed document (PDF).
4. Email questionnaire document back to us: info@thatwebcompany.com.au

Pre-Website Checklist

1.   **DOMAIN NAME** *(EXAMPLEDOMAINNAME.COM.AU)*

We always recommend clients use our hosting services to avoid technical issues, but you will need to secure your own domain name. There are many options out there so let us know you need some directions.

2.   **WHAT IS THE PURPOSE OF YOUR NEW WEBSITE?**

So, why are you building a new website? To gain new leads? To showcase your products or services? To better explain your business to potential customers? Think about why you need this website built.

3.   **WHAT DO YOU WANT PEOPLE TO KNOW?**

What do you want viewers to know when they visit your website? Once you know what your page headings will be, it's great to ask this question as a page by page process.

Home Page

Page 2

Page 3

Page 4

Page 5

Page 6

4.   WHAT IS YOUR MOST WANTED ACTION?

Ok, now we know what you want users to know, what action do you want the user to take when they visit your website? Call you? Fill in a form? Watch a video? Subscribe to a sign-up form?

5.   DO YOU REQUIRE ANY SPECIAL FUNCTIONALI TY?

Does your website require any special functions such as shopping cart, sign in portal, booking forms, explainer video, chat feature etc?

6.   DO YOU HAVE WRITTEN CONTENT FOR EACH PAGE?

You don't need to have it nailed at this stage, but a lack of written content is what holds up most web projects from progressing. Break it down into blocks of content for each page. Takes notes of everything you feel is important and start to create some complelling text content!

* You can you use the note taking pages attached for this section.

7.   DO YOU HAVE ENOUGH VISUAL CONTENT?

What visual content will you require for your website? Images, Videos, Infographics, Explainer Video, Vector Ilustrations? And how will you get this content? See some options below and take notes on your proposed actions.

A) YOU WILL PROVIDE ALL VISUAL CONTENT?

You have, or will be taking care of all your visual content including all images, videos, graphics and any other visual content required. This is where I'm getting my content:

> I already have professional images, and have any other visual content I may need for my website.

> I plan to purchase any images and other visual content I require using online stock image sites such as shutterstock, or other photography and design services.

> I don't have a plan for this yet, but I will work out the solution myself, and provide my visual content to *thatwebcompany* during the website design stage.

B)*THATWEBCOMPANY* CAN ADD THIS TO MY PROPOSAL

You have, or will be taking care of all your visual content including all images, videos, graphics and any other visual content required. Please note:

8. DO YOU HAVE A LOGO AND STYLEGUIDE?

We will require your business logo in a .png or vector format (.Ai) so we can resize it as required. A style guide can also be a useful tool as it will show us your extended colour scheme and the fonts you want us to use. Let us know if you would like us to take care of either of these branding design tools for you.

9. WHAT STYLE OF WEBSITE DO YOU WANT TO ACHIEVE?

Describe the style you are looking to achieve on your website ie; clean, modern, professional, corporate, minimal, colourful, rustic, funky? Please list some URL examples to websites you love!

Take some notes on your content:

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