

Turnkey Website Solutions
Suit 8, 5 Colin Street West Perth
Perth WA 6005

Web Site Assessment Form

Name _____

Company _____

Position title _____

Phone _____ Fax _____

Address _____

City _____ State _____ Postcode _____ Country _____

E-mail address _____

Present WWW URL (if any): _____

Current situation: _____

Company information:

Industry _____

Market _____

Demographics _____

Competition _____ **Web site** _____

How does the company currently market _____

Does the company have a marketing division _____

How is business generated _____

Number of employees _____

Years in business _____

Other _____

Situational analysis

Domain name registered Y / N

Current site www. _____

Host of current site _____ **Cost** _____

Current ISP _____ **Cost** _____

Size of current site (products/pages) _____

Objectives of current site _____

Current site achievements (detail statistics, etc) _____

What features of the current site would you like to keep _____

What features of the current site don't you like _____

How many people are visiting your Web site _____

When are they visiting your site _____

How long do they visit _____

Which products or pages are most popular _____

What feedback have you had about the site _____

Current site developed by _____

Site review _____

Site objectives

Establish a Web presence, increase marketing and product branding []

Increase sales []

Generate business leads []

Increase international presence of the organisation []

Generate requests for information []

Support existing advertising, promotional efforts []

Offer customer service []

Build store or business traffic []

Provide latest information regarding new products/services, sales, special promotions and events []

Build a database for e-mailings []

Position the company as technologically advanced []

Provide directions to consumers []

Survey customers/prospects []

Recruit new employees/post job opportunities []

How does the proposed site tie in to company goals? _____

Will you sell a product or service online? _____

Will you provide a sample portfolio of products or work online? Y / N

If "Yes", how? _____

Other _____

Proposed site plan

How do you envision the site achieving these objectives? _____

How many visitors do you hope to get to your site? _____

How big will your Web site be? (products/pages) _____

Proposed flow chart? _____

Do you have a site layout in mind? _____

Will your Web site offer interactive features to visitors? _____

Can visitors send e -mail, order a product or request information? _____

Do you envisage the visitor searching on the site? _____

How would they search the site? _____

How can the site give you feedback? _____

Have you decided what the main categories or sections will be on your site? _____

Will the categories link to products and services or to more general subject areas with sub-categories? _____

Have you identified what subjects within the site might link to other subjects? _____

Do you plan to have a guest book, shopping cart, order forms or a calendar of events? _____

What competitor sites do you dislike and why? _____

Will the site have contact forms? _____

Will the site have auto-responders? _____

Who are your competitors online? _____

Of those, which competitor sites do you like and why? _____

How do you think your site beat the competition? _____

Other _____

Resources currently available

Will supply all art and copy digitally []

TWS to do all design and artwork []

TWS to do all design and copy []

Photos can be furnished for scanning []

Site review

What the site should have:

Who we are, contact details, what we do, what you'll find on the site, how to contact us, where are you.

What sites do you currently like? _____

Do you want your entire site to be searchable by users? _____

Do you plan to make sales online? If so, does your host offer a "secure" server? _____

Are you able to handle credit card payments? _____

Direct credit pathways _____

Privacy policy _____

Will you use e-mail forms or links? _____

Forms or scripts required _____

Will you need auto-responders? _____

Shopping cart _____

DHTML _____

Databases _____

Site editing _____

Newsletter _____

Competitions _____

Bulletin board _____

Discuss limitations _____

Security commitment _____

Fast loading _____

Content _____

Browser safe colour palette _____

How will you market the web site? _____

Do you need the site optimised for search engine submission _____

Meta tags & search terms _____

Page copy _____

Will you require 24 -hour monitoring of the site _____

Will you require site statistics _____

Scalability testing _____

Other _____

Multi-media

Flash _____

Audio _____

Visual _____

Animations _____

Training required?

Does your team have:

HTML skills _____

FTP experience _____

Web management experience _____

Internet marketing knowledge and experience _____

Would you require an integrated marketing outline upon completion of the site _____

Other _____

Site testing

File size review (and optimisation) _____

Colour review _____

Link check _____

Spell check _____

Search Engine optimisation _____

Link popularity _____

Check listing in Search Engines _____

Check most searched for terms _____

Site hosting

Do you plan to maintain the computer server for your Web site in -house? Y / N

Do you have a preference for your host? _____

Site marketing

What Web sites would you like to link to? _____

What Web sites do you want to link to your site? _____

How will you market your web site?

Search Engine submission _____

Links from other sites _____

Word of mouth _____

Print media _____

Signature files _____

TV _____

Directories _____

E-mail opt in lists _____

Your own ezine or Newsletter _____

Business literature _____

Posting articles on other sites _____

Ezine ads _____

Banner ads _____

Discussion forums _____

Direct Mail _____

Radio _____

Do you plan to place the Web address on all stationery, business cards and brochures? _____

Are you planning to register the site with search engines? _____

Will you contact the media to review your Web site? _____

Do you plan to buy any Web banner advertising on other sites? _____

Site maintenance

Will you or an employee need web site management training? _____

How often will your Web site be updated? _____

What do you want to know about visitors to your web site? _____

Do you want to know where they came from to reach your site? _____

Do you want to know what pages on the site were viewed? _____

Do you need to know the total number of hits and page views? _____

Web site budget

What is your budget for the web site development as described above? _____

Maintenance and marketing budget

What is your monthly budget for the site:

Maintenance _____

Marketing _____