

Company Name: \_\_\_\_\_

Client Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Launch Date: \_\_\_\_\_

**Why does your company require a website?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What will visitors need from this site?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What are your goals for this site?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**How will your site be better than your competitors'?** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Do individuals in your company have competing goals?**

CEO input: \_\_\_\_\_

Marketing input: \_\_\_\_\_

IT input: \_\_\_\_\_

HR input: \_\_\_\_\_

Other input: \_\_\_\_\_

**Mission Statement:**

\_\_\_\_\_ is a website that offers  
*(site name)*

\_\_\_\_\_ to  
*(type of service)*

\_\_\_\_\_ who need  
*(adjective/noun describing audience)*

\_\_\_\_\_ *(adjective/noun describing audience need)*

**Main Navigation:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

List the main areas of your site. Group together related items and consider including typical links such as "About Us," "Contact Us" etc.

