Website Planner

Please complete the following form and return to us via email.

# Company Details:

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| Business name: | | Contact person: | | |
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| Address: | | | | |
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| City | | State: | | Zip: |
|  | |  | |  |
| Email: | | ABN: | | |
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| Phone: | Fax: (optional) | | Mobile: (optional) | |
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| Nominated webmaster (the person in charge of your website changes): | | | | | |
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| Admin username: |  | | | | |
| Admin password: |  | | | | |
|  |  | |  |  | |
|  |  | | x | Randomly generate my password | |
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| Do you currently have a domain? (Yes/No) E.g. www.yourbusiness.com.au | | | | |  |
| If yes, what is the domain address: | | | | | |
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| Do you know where you originally purchased it? (Yes/No) | | | | |  |
| Do you have your username and password? | | | | | |
| Username: | | Password: | | | |
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| Do you have email on your domain? (Yes/No) E.g. info@yourbusiness.com.au | | | | |  |
| Would you like us to manage your email? (Yes/No) Please see over for email addresses you require | | | | |  |
| If no, would you like us to register a domain on your behalf? (Yes/No) Domain registration costs an additional $49 for a period of two years. | | | | |  |
| Please register this domain for me if available | | | | | |
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| What exactly does your business do? | | | | | | | |
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| How long have you been in business, how many employees do you have, etc? | | | | | | | |
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| What are the most popular products/services you sell? What is the most profitable product/service you sell? | | | | | | | |
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| What’s your ‘value proposition’? Why would a user choose your site in search results? | | | | | | | |
| Example | | | | | | | |
| Info Site | | | eCommerce Site | | | |
| x | Non-Profit | |  | Lower Prices | |
|  | Free Estimates | |  | Free Shipping | |
|  | Free Demo | |  | Customer Service | |
|  | Oldest Business | |  | Detailed Product Descriptions, etc. | |
|  | Other | |  | Other | |
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| We can also set-up and host your email accounts free of charge. E.g., [yourname@yourbusiness.com](mailto:yourname@yourbusiness.com.au)  If you would like to take advantage of this added service, please list the email addresses you require below: |
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| Who do you want to reach? Please segment these groups if there is more than one. E.g. Fortune 500 Companies, Small Business Managers. Their age, sex, income, location, occupation, education, lifestyle and purchasing habits. |
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| Now imagine if you could merge all your customers into one typical customer, what would they be like? Talk about age, gender, location, income, car, their spending habits and... why they like you! |
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| What makes you different? What makes your company different and better than your competitors? What is your key point of difference? E.g. free shipping, money-back guarantee, loyalty club, discounts, one-of-a-kind unique features, service guarantee, etc. |
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| Who are your main competitors? Web addresses (at least three if known). We can learn a lot from your competitors’ successes and failures. |
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| Conversions. How are you planning on converting visitors on your site? What is it you want them to do? E.g. Request a free consultation, download a free eBook, report or checklist, sign-up to your newsletter, call your hotline or take up a special offer. |
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| Key message/primary action. What is the primary message or action you wish to convey? Or alternatively, what’s going to be your one big offer you want to push most on your site? E.g. the things that are most likely to make visitors want to make contact with you. |
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| Objectives: What are the basic goals of your website? To sell a product or service, provide eCommerce, networking, sell, serve your customers, open international markets, make business information available, test market new services and products, reach new markets, or improve access to information? |
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| Logo/corporate identity. Do you have a logo you can supply? What colors would you like us to use? |
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| Company tagline. Do you have a tagline that needs to be incorporated into the design? |
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| What look and feel would you like for your website? E.g. fresh, fun and functional, modern, elegant, artistic, professional, conservative, sophisticated, funky, juvenile, kids/baby, traditional, natural/earthy etc. |
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| Is there anything you would like to add about your new website requirements? |
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| Email marketing. Would you like us to include a subscriber opt-in box in the design so you can use email marketing to market to your clients? (If yes, it’s a good idea to think about how to make this really compelling and perhaps offer something free in return like a report or checklist. Jot down any ideas if you have them and we’ll include them in the design.) |
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| Interesting websites you like. Please list some websites or features of websites you like,  and briefly state why. |
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| How are you planning to market your site after it goes live? E.g. search engine optimization (SEO), pay per click advertising (PPC), newspaper, radio, TV, newsletters, direct mail, blogging, video, email marketing, social media, networking events, webinars, strategic alliances or forums, expos and events. |
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| Existing collateral. Can you provide us with examples of any existing collateral to help get  a feel for your business? |
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