SAC Designs, Inc.

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# Website Project Planner

Thank you for your interest in working with SAC Designs on your new web presence. The purpose of this Project Planner is to help you give us the information we need, to provide you with a clear and accurate quote.

The more information you provide, the better we’ll be able to present a solution that meets your needs. Don’t worry if there are any questions that you don’t have an answer to, we can work together to figure out the best solution for you.

Please email the completed document to [info@sacdzn.com](mailto:info@sacdzn.com) once finished, and we’ll get back to you within a few days. Please don’t hesitate to contact us directly if you have any questions!

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# Your Company

Your name and email address.

Company URL of current site (if you have one).

What is your immediate goal for this website? (traffic, enews signup, etc.)

Describe your company/product in one short paragraph

Why do you want to have a new website or have your site redesigned?

Who are the decision makers on this project? What is the turnaround time   
for making decisions?

Who will be involved in managing the new website? What are their responsibilities? Do they have any experience managing a site, using html etc.?

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# Your Customers

Briefly describe your potential clients/customers. Pay attention to specifics like (E.g. geographic location, age, profession, how long they spend online, their favorite sites, how they spend their free time)

What are the key reasons someone would visit your site and not one of your competitors?

How many people (as far as you can tell) do you expect to access your site on a daily, weekly, or monthly basis?

How will your customers most likely access your site? e.g., if they will most likely be visiting on a fast desktop computer, a mobile device or older computer with a slow connection.

What problems do your prospects have that your business solves?

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# Your Competition

Have you researched your competition’s online presence, and have an idea of what they do or don’t do well?

Name two or three primary competitor sites and there web addresses. Please describe any thoughts on the strengths and weaknesses of their sites.

Is there anything your competitors’ websites are lacking?

Why should your customers do business with you instead of a competitor? What is your competitive advantage?

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# Design

Use a few adjectives to describe how the user should perceive the new site. (Examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, and cutting edge.)

What type of colors, look/feel, user interface, layout appeals to you?

What do you specifically **not** want in your site in terms of design, such as particular colors or fonts you don’t like.

List two or three websites that are **not** in your industry that you like and their web addresses. Briefly describe what you like about the sites, such as the overall design or certain features/elements.

Do you have a current style guideline that needs to be followed in aspects such as color, typography, etc.?

Do you have a logo? Do you think it accurately represents your company and what you stand for?

Do you have any other existing marketing materials?

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# Scope, Content and Features

What do you want customers to do when they visit your site?

What is the deadline for the initial launch of the site? Please list a specific timeframe or date, not ASAP. Everyone wants their site ready ASAP!

Do you have a sitemap/listing of pages created?

Do you have any content/text created for the site? If not when do you anticipate having it ready?

Do you have any photography/graphics for the site in digital format?

Are you already using a content management system on a current site? If so what system?

Do you need the ability to make changes to the website yourself? If so, please list the features you need, e.g. updatable news page, ability to add/remove pages, multiple authors/restrictions. How often will updates be made to these areas?

Are you planning to have an e-commerce function to your site? If so, what is the product and how many items do you want to sell?

If you are planning on e-commerce functionality are you set up to accept credit cards currently?

Are there any multimedia features you would like to include in your site, e.g., photo gallery, videos, animation?

Do you have any hosting or web domains set up? If so, do you have access to these accounts?

What are your long-term goals for the site? Even if you don’t want certain functionality right now, we can plan ahead and make adding features down the road easier.

Do you have any particular budget set aside for this project? If you’re not sure a range is fine.

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# Getting Visitors

Currently how do people learn about you / your product / your service?

If you were using a search engine, what words or phrases would you use to find your site? Which of these phrases is most important, least important, etc.?

Outside of the search engines, what other avenues are you thinking about to attract visitors to your site?

Do you have any social network accounts set up? Do you actively use them?

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# After Launching the Website

How do you plan to encourage repeat visitors and referrals? e.g., newsletter signups, writing blog articles, cross-promoting with social media.

Are you interested in creating ongoing marketing initiatives such as email newsletters, special promotions and social media promotions?

How much time will you be able to spend online responding to inquiries that come in from your website? Once a day? Several hours a day?

How would like to capture users’ information? Simple email forms, database capture etc.?

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# Final Thoughts

We covered a lot in this Project Planner, but if there is anything else you would like to add please do so here. The more info we get the better!

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# Thank You!

Thanks for taking the time and effort to fill this out. Please email this document to [info@sacdzn.com](mailto:info@sacdzn.com) and we will respond within a few days with a quote or any additional questions we may have.

Feel free to call or email us anytime!

Sincerely,

Steve Cotroneo

SAC Designs

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