WEBSITE:

New venture
Existing

nettl

#1
WHAT IS THE MAIN PURPOSE OF THE WEBSITE?

#2
WHAT DO YOU WANT THE WEBSITE TO ACHIEVE?

#3
WHAT DEFINES SUCCESS?

#4
HOW WILL THEY FIND YOU?

#5
WHAT'S YOUR BUDGET?

Website budget **£**

Promotional budget **£**

#6
IF YOU'RE REDESIGNING YOUR WEBSITE, WHY ARE YOU CHANGING IT?

#7
WHO ARE YOUR AUDIENCE? *Be as specific as you can*

#8
WHAT DO THEY WANT?
What are people looking to find / do on your site?

#9
COULD YOUR WEBSITE BE A CAMPFIRE?
What community do you serve? What content could you provide that would add value?

#10
WHAT OTHER WEBSITES DO YOU ADMIRE?
Jot down a few url's. They don't need to be in the same industry