



Please answer as many of the questions below as possible and return to Discover Me Design via one of the following methods:

Fax : 03 9015 6519 Email : Info@discoverme.com.au Mail : 12/1253 Nepean Hwy, Cheltenham, Vic, 3192

ABOUT YOUR BUSINESS

- What is the name of your business : _____
- What are your main contact details :
 - › Name : _____
 - › Email : _____
 - › Phone number : _____
 - › Address : _____
- What are your Products and/or services : _____

- What is your Competitive Advantage or Unique Selling Proposition : _____

- Describe your typical Customer: _____

- How do you generate new business : _____

- Do you have any existing marketing material : _____



NEW WEBSITE GOALS

- What is the core purpose of the website

increase sales

sell products

Other : _____

FUNCTIONALITY OF THE WEBSITE

- What are the main activities to be undertaken on the website

Browsing information

Buying products

Booking events

Other : _____

WEBSITE CONTENT

- Do you have existing content for the website – if not do you have a plan for putting this together?

- What information (pages) do you require on the website (eg Services/products, About Us etc)



- Do you want to manage your own content ongoing (ie do you want a Content Management System)

MARKETING YOUR WEBSITE

- Do you have any plans as to how you will generate visitors to your website?

- Is a high ranking in Google important to you?

- Do you have any existing marketing programs directing visitors to your existing website?

WEBSITE DESIGN

- Do you have any specific design requirements?
