



# Getting started...

Before you speak to us to brief us about your project there are a few things that you may want to start thinking about.

We've put this list together to help you prepare.

## Company info

- Industry that your business is categorized in
- Mission /vision
- Your Services
- Trends, innovations and changes in your industry

## Goal and aim of website

- Why do you need a website?
- What's the business problem they are trying to solve?
- What is the main goal of the website?
- What are the primary and secondary goals of the home page?
- Redesign or new website? What do they like and dislike about their current site,
- Have you had a look at your web stats to find out what the most popular sections of your website are?
- What kind of features do you want the site to include?

## Target audience

Who is your target market? Break it down to: Demographics, gender, age group, life stage, etc

## Competitors

Who are your top 5 competitors within Australia?

Also think about competitors who are overseas, they may not be direct competitors but its always interesting to take a peek at how they represent themselves online.

## Content

- Who is writing the content for your project?
- Do you need a content editor/writer?



### **Your brand and logo identity**

- What does the brand stand for?
- What is their point of difference?
- How do customers perceive your brand?
- Is your logo looking a little outdated or sending the wrong message? Perhaps its time for a refresh. We can redesign a logo and give it a brand new look or we can simply refresh the one that you already have.
- Do you have a brand style guide? If you don't already have your brand components organised, start getting your logo in EPS format, your corporate font and colour details together.

### **Website updates**

- How often will the website be updated?
- Do you want the ability to update the site in-house?

### **Technical issues and Hosting**

- If the site is created through a CMS system, what is it?
- Are there any design limitations that we should be aware of?
- Will you be coding the interface in-house or will you need us to help you with that?
- Where is the site going to be hosted?
- Do you need a hosting provider?

### **Launch date & budget**

- What is the launch date?
- Are there any factors affecting this date? If yes what are they?
- How many days do you require for approvals?
- What is the rough budget for your project? Websites can cost anywhere from several thousand to a million, it's important to give us an indication of your budget so that we can recommend the most appropriate solution. There are sometimes ways of cutting costs; for example by reducing features, using different types of technology and dividing the project into phases. We can work with you to come up with the most cost effective solution.