

Filling out this worksheet will help us measure the initial scope of your project and provide you with an accurate proposal. You will find that filling this out will help focus your own thinking about what you really want and need.

Please answer all relevant questions on this worksheet, however, if you're unsure how to respond or would like to talk to us, please call (208) 640-6327 or email Elijah ([elijah@hattrickmarketinggroup.com](mailto:elijah@hattrickmarketinggroup.com)).

### GENERAL INFORMATION

What is your company name and your current (or intended) URL?

Who are the primary contacts from your company that HatTrick will be expected to work with?

Name	Title	Phone	Email

Who has final approval for this project?

What is the intended launch date for the new or redesigned site?

Are there any outside considerations that may affect the schedule? *(ex. tradeshow, PR launch, annual report)*

What specific budge range is established for this project?

How did you hear about HatTrick Marketing Group? *(If referred, please tell us who referred you)*

**CURRENT SITE *(if applicable)***

What specific areas of your current site do you feel are successful?

Why are they successful?

What shortcomings exist with the current site?

What three things would you change on the site today if you could?

How important is it to maintain your current look and feel, logo, and branding?

**REASONS FOR REDESIGN *(if applicable)***

What are the main reasons for redesigning your site? *(ex. new business model, outdated site, expanded services)*

What are your primary and secondary online business objectives with the site redesign? *(ex. increased sales leads, branding awareness, fewer customer service calls)*

Please detail both long-term (1 - 5 years) and short-term (less than 1 year) goals.

What is the main business problem you hope to solve with this site?

How will you measure the success of the new site?

What existing strategy (both online and off) is in place to meet the new business objectives?

## AUDIENCE

Describe what you think is a typical visitor to your site. Give basic demographics: age, occupation, income level, and purchasing habits. What do they generally use the Web for? *(Use as much detail as possible in profiling your target user)*

What is the primary "action" the site visitor should take when coming to your site? *(ex. make a purchase, register as a member, search for information, complete a contact form, etc.)*

What are the key reasons why the target audience chooses your company's products and/or services over those of your competitors?

Do you know how many people access your site on a daily, weekly, or monthly basis?

Do you forecast usage to increase after the site launch and by how much?

## PERCEPTION

Use a few adjectives to describe how your site visitor should perceive the new site. *(ex. corporate, friendly, fun, innovative, cutting edge, prestigious. Is this different than the current image perception?)*

How is your company currently perceived offline? Do you want to carry the same kind of message through your Web site?

How does your company differentiate itself from competitors? Please list some competitor URLs.

List the URLs of any sites you find compelling. What specifically do you like about these sites?

## CONTENT

Describe visual elements or content that should be utilized from the current site or marketing materials (logo, color scheme, navigation, naming conventions, etc).

How will the content of the site (along with functionality and navigation) expand or differ from your current site?

Do you have a sitemap or outline for the proposed redesign? If yes, please send an additional attachment.

## TECHNOLOGY

Are you interested in developing a content management system for the new Web site, enabling you to update the Web site?

Will you require other specific programming needs? Please describe in detail. *(ex. such as search capability, photo galleries, email newsletter and sign-ups, etc)*

Do you currently have dedicated server space and/or a Web hosting package for your Web site that you are happy with? Is this something you would like us to include in our response?

Do you take regular backups of the site?

## MARKETING / UPDATING

How do most people find out about your current Web site? What methods of distributing the URL already exist within the company online and off?

Briefly, what are your short-term marketing plans? *(Please be specific for the new site and the 3 - 12 months following launch.)*

Do you have an existing or planned marketing strategy in mind to promote this new site? If so, please describe.

## **ADDITIONAL COMMENTS**

*If we've missed anything, please take this space to add any additional information.*

## **YOUR FINISHED**

Take this time to go back through your responses and make sure you covered everything. When you are satisfied with your response, please email this completed worksheet to:

[sales@hattrickmarketinggroup.com](mailto:sales@hattrickmarketinggroup.com).

Thank you for providing this information to us. We will confirm we have received this document within the next 48 hours.

Best,

**HatTrick Marketing Group**