



WEBSITE BRAINSTORMING WORKSHEET

Project Name:	
Brief Submitted:	date

Key Client Stakeholders:		
Name	e-mail	phone
Name	e-mail	phone

1) Why are you building / rebuilding your website?

2) What problems does your current website have that you are trying to solve / eliminate?

3) How will you measure if the new site is successful? Please list at least 3 specific goals.

*e.g.) Leads generated through the site will increase by 25% **OR** Decrease help email by 10 per week*

- 1)
- 2)
- 3)

4) How do you currently find & convert new customers / sales?

5) How do you think the new website will help with your sales process?

6) Do you do any online advertising or use social media (Twitter / Facebook Fan Page / etc)?

7) Describe your target audience (please be as specific as possible)

8) Describe the key reasons why your target audience chooses your products/service

e.g.) cost / service / value

9) Who are your top 3 competitors and what are their website URLs?

- 1)
- 2)
- 3)

10) What are the 3 most important/ideal actions a user could complete when visiting your site?

e.g.) Complete the "Contact Us" form OR Purchase a product & an accessory OR Join the Newsletter

- 1)
- 2)
- 3)

11) Do you have an idea of what the primary and/or secondary navigation of the site will be?

e.g.) Home, About Us, Products, Contact Us, etc)

12) Aside from content, what utilities & features should the site have?

e.g.) shopping cart, search, site map, newsletter sign-up, self-help section, etc.

13) Are you looking to support mobile devices (phones, tablets, etc)?

14) How important is it to be found in the search engines? Do you have an SEO plan?

15) Can you provide access to any website traffic tracking / conversion analytics or reports?

i.e.) Google Analytics, KISSmetrics, WebTrends, AWStats, etc.

16) List 3 websites that have designs, layouts or functionality elements that you like.

- 1)
- 2)
- 3)

17) What colors would you like to see (or not see) in your design?

18) Mark an X in the box next to any of the words below if you feel your brand leans more towards one side than the other.

Not all lines need to have an X, only ones that you feel strongly about

Expensive or Playful or Modern or Raw or Exotic or Sporty or Adventure or Feminine or Economical Serious Classic Refined

Commonplace Elegant Secure Masculine

19) Do you intend to keep the site updated? If so, how often and who is responsible for updating and providing content?

20) Finish this sentence: We are the ONLY
