

New Client Needs Analysis Form (Sample Only)

Name:

Company:

Position title:

Phone:

Fax:

Address:

City:

State:

Zipcode:

Country:

Email address:

Present WWW URL (if any):

Company Details

Current situation:

Industry:

Market:

Demographics of market:

Influences on buying from company:

Who are your current customers?

Why do your current customers buy from you?

Main Competition:

Website:

What do they do better than you?

What do you do better than your competitors?

How does the company currently market itself?

Does the company have a marketing division?

How is business generated?

Number of employees:

Years in business:

Other:

Situational analysis of existing Website

Domain name registered? Y / N

Current site: www.

Host of current site: Cost p.a.:

Current ISP: Cost p.a.:

Size of current site:

Objectives of current site:

Current site achievements (detail statistics, etc):

What features of the current site would you like to keep?

What features of the current site don't you like?

How many people visit the Website?

When do they visit your site?

How long do they visit the site for?

Which products or pages are most popular?

What feedback have you had about the site?

Current site was developed by:

Site objectives

Establish a Web presence, increase marketing and product branding []

Increase sales []

Generate business leads []

Increase international presence of the organization []

Generate requests for information []

Support existing advertising, promotional efforts []

Offer customer service []

Build store or business traffic []

Provide latest information regarding new products/services, sales, special promotions and events []

Build a database for emailing []

Position the company as technologically advanced []

Provide directions to consumers []

Survey customers/prospects []

Recruit new employees/post job opportunities []

How does the proposed site tie in to company goals?

Will you sell a product or service online?

Will you provide a sample portfolio of products or work online? Y / N

If "Yes", how?

Other:

Proposed site plan

How do you envisage the site achieving these objectives?

How many visitors do you hope to get to your site?

How big will your Website be?

Proposed flow chart?

Do you have a site layout in mind?

Will your Website offer interactive features to visitors?

Can visitors send email, order a product or request information?

Do you envisage the visitor searching on the site?

How would they search the site?

How can the site give you feedback?

Have you decided what the main categories or sections will be on your site?

Will the categories link to products and services or to more general subject areas with sub-categories?

Have you identified what subjects within the site might link to other subjects?

Do you plan to have a guest book, shopping cart, order forms or a calendar of events?

Will the site have contact forms?

Will the site have auto-responders?

Who are your competitors online?

Of those, which competitor sites do you like and why?

What competitor sites do you dislike and why?

How do you think your site beat the competition?

The above sample represents only half of the New Client Needs Analysis Form.

To get the rest of the document (and 63 more like this) in fully customizable MS Word format, you must buy "*The Web Design Business Kit*" from SitePoint.com.

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