

Company Name:
Contact person:
Phone:
Email:



Planning your Web2Blog Website

This is your homework for your first (and free) Web2Blog consultation.

1. About my business

1.1 What are up to 10 top adjectives that you think capture the essence of the 'feel' or your business eg professional, luxurious, warm, compelling, insightfull etc

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

1.2 Describe your business:

Describe your business in 150 words/13 lines (using as many of the above adjectives as possible):

Summarise that to 100 words – 8 lines

Summarise that in fifty words – 4 lines

Summarise that in 15 words – one and half lines

Is this the core of what your business is about?

2. Website Domain Name

The best domain name is one that

- describes clearly what your business is
 - includes key words which people may search for your business
- eg not akj.com nz-apple-exporter.com (if that is what you do!)

Do you have a domain name already?

YES – it is <http://www>.

UDAI:

3. Keyword Search Phrases

We need to isolate the Key words/phrases that people will use to search for your particular website. *I can help you with this but if you would like to have a go yourself see the information in the Appendix at the end of this document.*

- | | |
|---|---|
| A | G |
| B | H |
| C | I |
| D | J |
| E | K |
| F | L |

4. Objectives for my website:

How important are the following for your business at this time – rate 1-5

1 critically important 2 very important 3 important 4 not so important 5 irrelevant

5	To provide	- onlne resources about my business and products
3		- links for customers and clients
5		- transparency about business and operations
5	To inform	- customers/clients about product/s
3		- customers/clients about the business
3		- customers/clients about latest news
3	To increase	- bookings/sales
3		- return visitors/repeat clients
1		- brand awareness
1		- click throughs to another site
2	To entice	- clients customers to explore the site
2		- in order to create customer loyalty
5	Other	- save you time by giving customers direct access to information that they might otherwise have to get from you or your staff
		-

5. Who is your target market?

Where do they live and what are their habits

Market 1

gender

Age

Market 2
Market 3

gender
gender

Age
Age

Assumptions about the market:

- Average/Good internet access
- Comfortable with the internet
-

How will your market find you?

Mark 1-2-3-4-5 1=most important 5= not important)

Print marketing
Word of mouth
Product label
Other?

Search engine
Google Adwords
Media mention

6. Your website Look and Feel

Rate the following 1-5

1 definitely important --- 5 not important at all

Professional
Funky
Artistic
Colourful
Photo/image rich
Crisp and Clear

Sophisticated
Earthy
Personal
Information rich
Other

What websites do you like?

- -
- -
- -

Do you have colours you would like included:

Do you have any logo or branding at present:

Stage 1 finished - What next?

Send the information you have come up with to rosemary@womentravel.co.nz and arrange a face to face or phone consultation.

At this initial (free) consultation we will

- look at this information, and give feedback on it
- you can confirm whether you want to proceed to design stage
- if you do a deposit of \$500 + gst is required
- Go through the Stage 2 Site Content section with you to further fine tune the business needs for your website