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## Web Site Planning Form

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**For Web site (URL):** \_\_\_\_\_

**Prepared by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Web Producer/coordinator:** \_\_\_\_\_

Contact Info: \_\_\_\_\_

**Webmaster/developer:** \_\_\_\_\_

Contact Info: \_\_\_\_\_

### **Business Profile**

Is the Web site for a new or established company?

- New company
- Existing company, in business \_\_\_\_\_ years.

Does the company have an existing brick-and-mortar operation?

- Yes
- No

Does the company have an existing Web site or Web presence?

- Yes
- No

Does the company have an existing logo?

- Yes
- No

What type of business is the Web site for?

- Manufacturer
- Distributor
- Retailer
- Service provider
- Professional

What type of products does the company sell?

- Goods
- Services

Describe your goods or services:

What type of range will the Web site have?

- Local
- Regional
- National
- International



## Marketing Profile

Describe your target markets. Give specific demographic or segment information. For B2B, segment by industry or job title.

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What is your marketing tag?

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Value proposition: Why should someone buy from your company rather than another?

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Name at least six competitors and their Web sites.

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