



## **Website Discovery Worksheet**

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## The Purpose Of This Discovery Worksheet

This is your opportunity to tell us why you need a website and what the website should achieve. The more information you give us here, the better the solution we will be able to provide. Ignore any questions that are not relevant.

When you're done, email this back to ... [enquiries@portmacquarieonlinemarketing.com](mailto:enquiries@portmacquarieonlinemarketing.com)

## Business Snapshot

**What's the name of your Company?**

**What does your company do? What are the products and/or services you offer?**

**Who are the decision makers for this project? Please list them all.**

**What budget have you allocated for this project? Be honest and we will tell you what we can and can't do.**

## What Are We Doing?

Give us your main reasons for needing a new website.

**It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. That is, goals that are Specific, Measurable, Achievable, Relevant and Time-bound. With this in mind, what are the top 5 business needs of your new website?**

*[eg: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months]*

**Is there anything about your current website that serves the business well, and if so, why?**

## Who Are We Doing This For?

**Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests? Their main pain points or desires?**

**What are the top 5 reasons your ideal customer will visit your website?**

*[eg: research product information, get contact details, ask questions about services, pricing]*

## Design Concept

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong to an elite club?

Do your competitors have websites?

1	
2	
3	
4	
5	

Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

Are there any other websites in particular that you like the design of, even if they are not related to your industry? Why?

## **What Does Success Look Like?**

**If we were to be celebrating a successful website strategy in 12 months' time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.**

## **Any Additional Comments**