

your company  
unique selling point

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target market

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marketing plan

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measurable objectives

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budget

time \_\_\_\_\_

\$ \_\_\_\_\_

website

domain name – www. \_\_\_\_\_

already owned / need to purchase?

email hosting required? eg. info@abc.com.au

what do you want your website to achieve?

for example - Sell your products online to new customers, Generate online sales leads to follow up on the phone, Advertise online, so customers will walk into the real world store

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what do you want your visitors to do once at your website?

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how will we achieve this?

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## web design

colours

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frames vs tables

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layout

updates by you or me

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look & feel

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response/reaction expected

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logos/images – supplied or need to be shot/royalty free

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text/copy

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**pages to consider**

products (including prices?)

about us

contact

faq

product guides

newsletter + signup

pricing/shipping details

testimonials

links

special offers

others:

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search engine optimisation

title

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description

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keywords

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links

eg. [www.streetsofperth.com.au](http://www.streetsofperth.com.au) approx. \$220/yr

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Pay per click eg Google

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