

Website Proposal Requirements Document

Section 1: Client Detail

Client business name_____ Client contact_____

Client email address_____ Client phone_____

Client fax_____

Client street address_____

Preferred method of contact?

How did you hear about RWD?

Tell me all about your business...

How long in business?

Are you the original owner?

What motivates & inspires you?

Do you have a mission / vision statement?

Who are your competitors?

What differentiates you from your competitors?

Do you have a slogan or tag line?

Section 2: Site Detail

Do you currently have a website?

What is the address?

Where hosted?

Do you own the domain name?

Is this a redesign, in addition to, or a replacement of an existing site?

If no current website, what ideas do you have for a domain name?

If no current hosting, do you have a preference on hosting companies?

What do you hope to accomplish with your new website? What are your goals?

Establish web presence

eCommerce

Gain new customers

Educate existing customers

Do you have special features in mind like eCommerce, BLOG, contact forms with email, Newsletters, autoresponders, reservation systems, etc?

Will you be selling any products or services on your website?

Do you require shopping cart functionality?

Do you require credit card or PayPal integration?

Describe your website target-group (site visitors)? Income, interests, gender, age, tech ability

Is this group different than your customer group?

How will your website target-group use the website?

What staff will be involved? What are their roles? Is there a webmaster on your staff?

Provide me 3-5 example websites that you like the look and feel of? What specifically is it about them that you like?

Likewise, please provide some example websites that you do not like. What specifically is it about them that you dislike?

Do you have a logo, signage, letterhead, images, brochures, color theme, etc. that you would like included in your new website? If not, do you want any of these items included in the proposal?

What key search phrases or words do you want people to find your website with?

How do you plan to market the website?

Please list the main pages you need in your website. (ex. Home, About, Contact, Blog, Menu etc.)

Who in your organization is responsible for providing the initial content & text?

Will you or someone in your organization need to update content on the website without the assistance of a web developer? In other words, do you require a 'Content Management System' be built in to your website? If yes, please explain in detail.

Will your website need to be accessed from a mobile device (iPhone, iPad, BlackJack, Android, etc.)?

Do you require that your website be accessible from Internet Explorer version 6?

Do you have any additional technology requirements / limitations (No Flash, browser specifications, No JavaScript, specific monitor resolution compatibility)?

Do you require new email accounts as part of your new website?

How would you like them to be accessed (webmail (GMail, Hotmail), client software (Outlook, Entourage), other)?

Approximately, how many email accounts do you require?

What is your deadline for completing the site?

Your website proposal will include a detailed cost analysis, outlining the entire cost of your website and the calculations used to determine the final price. A professionally designed & developed website for a small to medium sized business typically starts around \$1,500. Depending on the unique scope of your website (amount & type of content), the required functionality (databases, reservation systems, Content Management System, Search Engine Optimization, etc.) & timeline to deploy, this price can quickly increase. Does this fall in line with your expectations and budget requirements? If no, please explain.

Any additional information, thoughts, requests, you would like to share?