

WEBSITE:

☐ New venture
☐ Existing



www.colouritin.co.uk

colouritinlimited

@colouritinltd

#1

WHAT IS THE MAIN PURPOSE OF THE WEBSITE?

#2

WHAT DO YOU WANT THE WEBSITE TO ACHIEVE?

#3

WHAT DEFINES SUCCESS?

#4

HOW WILL THEY FIND YOU?

#5

WHAT'S YOUR BUDGET?

Website budget £

Promotional budget £

#6

IF YOU'RE REDESIGNING YOUR WEBSITE, WHY ARE YOU CHANGING IT?

#7

WHO ARE YOUR AUDIENCE? Be as specific as you can

#8

WHAT DO THEY WANT?

What are people looking to find / do on your site?

#9

COULD YOUR WEBSITE BE A CAMPFIRE?

What community do you serve?

What content could you provide that would add value?

#10

WHAT OTHER WEBSITES DO YOU ADMIRE?

Jot down a few url's. They don't need to be in the same industry