



## **Web Planning Worksheet**

What does your business sell?

Who are your customers?

Retail sales

Business to consumer

Business to Business

How do you find them?

How do they find you?

What is the nature of the relationship?

Ongoing regular sales

One-time sales

Initial sales and periodic sales (long gaps)

How do you maintain relationships with long-time customers?

What do you want to do with your site?

Informational

Product/service information

Marketing

Customer service

Product info

FAQ

Support

Active Sales

Product info

Online ordering

Payment processing

What do you want to achieve with your site?

What do you want your visitors to do?

Sign up for mailing list

Get information on your products and services

Purchase something

Download something

Send a contact form

“Friend” or “Follow” you

How often will you be updating the site?

All the time – I need to be able to add/change myself

Every month or so – would prefer webmaster hosts & manages

Occasionally – I will host elsewhere and contact webmaster for

updates

Do you have print media to mirror?