

The Moresoda Project Planner

Thank you for considering Moresoda for your project.

We appreciate you taking the time to complete our Project Planner document as the detail you provide will help us get a better understanding of your business and your project goals. Please email us (hello@moresoda.co.uk) if you have any questions or would prefer to discuss your project in person.

Your Details

Your name and job title:

Please answer here

Your email address and contact details:

Please answer here

What's the name of your company/organisation?

Please answer here

Background Information

Please provide a brief background of your organisation, when and why it was started.

Please answer here

Describe your organisation now and where you see it in the future – visions / goals / ambitions

Please answer here

Who are your competitors? What distinguishes you from them?

Please answer here

Do you have a current website? Is this a redesign of your current website or a new project? What is your web address?

Please answer here

If you have an existing site, what areas of the site do you feel are successful and why?

Please answer here

What shortcoming exists with the current site?

Please answer here

The Project

What are your main business objectives for updating your website / online presence? Please rank in order of priority.

Please answer here

What is your measure for success – and what are you hoping to achieve?

Please answer here

To the best of your ability, describe what you think is a typical visitor to your site? What age are they, what websites do they visit, and what do they do for a living?

Please answer here

What actions will the typical user perform when they visit your site?

Please answer here

How do you want visitors to your website to perceive you?

Please answer here

Do you have a target budget range in mind? Given the many possible options for any website an idea of your budget range means we can make recommendations based on that range. (E.g. £5k-10k, £10k-£15k, £15k-£25k, £25k+)

Please answer here

Do you have a specific deadline in mind for the project? If so, what is dictating this?

Please answer here

Content Considerations

Do you currently have any brand guidelines or identity?

Please answer here

Approximately how many pages will the website have and how many sections will there be?

Please answer here

Please rank, in order, the most important sections / pages on the website.

Please answer here

Who is going to be responsible for creating the content on the website? Will you need new copy and photography?

Please answer here

Who is going to be responsible for managing content on the website? (E.g. will this be in-house or will you require on-going support?)

Please answer here

Technical Considerations

Does the website need to integrate with any third-party system? (E.g. internal CRM, stock control system, booking system, etc.)

Please answer here

Are there any other advanced features that the website needs to provide? Please provide examples wherever possible. (E.g. gallery, online survey, media streaming, social media integration, etc.)

Please answer here

Online Marketing

Do you have a marketing plan in place to support your website / online activity?

Please answer here

If you were using a search engine, what words or phrases would you use to find your website?

Please answer here

Do you need help with any of the following?

- Email Marketing
- Social Media
- Pay Per Click Advertising
- Link Building

Please answer here

