

{e} house studio First Steps Planner

Hit the ground running.

Hi there. We've put together a checklist for you that may be helpful now that you're starting your project. It's a great a starting point and may even help you come up with some ideas you haven't thought of. The first step is to start documenting your needs and goals — so when you're ready, you can hit the ground running.

About Your Past

___ Do you have an existing site?

___ If so, what is the domain name? _____

Do you plan on building off of your current site or starting from scratch?

___ Do you currently implement any type of analytics or traffic measurement?

___ Do you currently implement any type of email or digital marketing?

About Your User

Describe the typical visitor to your site. _____

___ Is this your ideal visitor? If not, please describe your ideal visitor. _____

What are your top 3 goals of the site? (Examples may include: making a purchase, becoming a member, subscribing to a newsletter, download case studies or white papers, reading editorial content.)

1. _____

2. _____

3. _____

Site Objectives

___ Is your site intended to be a "brochure site"? (Brochure websites are generally smaller websites with less content, but often times very attractive.)

___ Or is your site intended to be very content driven and informational?

___ Is Google search traffic important to you?

Bells and Whistles

- ___ Do you need the ability to edit the content on your site?
- ___ What is the approximate number of pages you estimate for your site?
- ___ Do you want your site to work well on Mobile Devices such as the iphone?
- ___ Do you want to include e-commerce on your site?
- ___ Do you have your website content? Have you thought about your message on each page?
- ___ Will your site have a blog?
- ___ If so, do you have someone responsible for writing frequent blog content?

Nitty Gritty

- ___ Do you have a specific time frame for your project?
- If so, what is your launch date? _____
- ___ Do you have a budget for your project? If so, What is it? _____

Let us get to know you.

Name: _____

Company: _____

email address: _____

phone: _____

- ___ Would you like someone from {e} house to contact you?

What is the best way to contact you? _____

Presto! You're all done. We hope the project planner was a useful tool. Please let us know if you came across any questions. Speaking of which, if you're interested in contacting us, we'd love to talk with you and see if we can help you further. Just email us a copy of this planner and one of our team members will be in touch very shortly.