



Customer Website Requirements



Customer Website Requirements

Table of contents

| | |
|------------------------------------------|-----------|
| 1. INTRODUCTION | 3 |
| 2. YOUR BUSINESS | 4 |
| 3. WEBSITE FEATURES & CONTENT | 5 |
| 3.1. GENERAL | 5 |
| 3.2. SPECIFIC | 6 |
| 4. TIMESCALES | 8 |
| 5. DESIGN & IMPACT | 9 |
| 6. TECHNOLOGY & PEOPLE | 10 |
| 7. YOUR CONTACT DETAILS | 11 |
| 8. OUR CONTACT DETAILS | 11 |



www: www.dslmatrixconstruction.talktalk.net
Tel: 01502 714 279
Email: dslmatrixconstruction@talktalk.net

Page: 3 of 3

Customer Website Requirements

1. Introduction

This document is intended to help you structure your thoughts & expectations for your business website. It's also the starting point of DSL Matrix Construction website creation process (see [our own website](#) for further details). The information from this document is used as the basis for discussions with you to compile your full requirements, before responding to you with a proposal.

When you've completed the sections below, please [email](#) the document to us. All information will be treated as confidential, and we'll get back to you as quickly as possible.

If you have any queries at all, just contact us direct.

Directors

Sharon Free

Darren Free





Customer Website Requirements

2. Your business

Please describe your business

Who are your customers?

What are your products & services?

Do you have an existing website? What's prompted you to enquire about a new website?

(Please give the web address)

Please describe your other marketing & communications activity

What is your computing & Internet capabilities?



Customer Website Requirements

3. Website features & content

3.1. General

What are your objectives & expectations of a website?

Please describe the target audience for your website

Is the content and material to be published

(e.g. text, images, logos) already available, or does it require production?

Do you need help writing the text for the website?

How often would your website be updated or added to?

(e.g. new product or service, latest news)



Customer Website Requirements

3.2. Specific

Please describe the specific items of information that you'd like to publish on your website

(e.g. "about us", description of products & services, images, latest news, contact page, enquiry form, map, downloadable documents, etc.)

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Customer Website Requirements

...continued

Please describe the specific items of information that you'd like to publish on your website

(e.g. "about us", description of products & services, images, latest news, contact page, map, downloadable documents, etc.)

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Customer Website Requirements

4. Timescales

What is the target launch date for your website?

Please allow a minimum of 4 weeks. Time scale varies depending on the size and content.

What is your financial budget for this project?

(This is important as we believe in only charging what you can afford.)

When would your content be available?

This information can be provided via email or post. Save content in word / notepad document.

(Please list each item if possible)

Over time, what changes to your business would need to be reflected in your website?

(e.g. seasonal business, marketing campaigns, special offers, announcements, product changes)



Customer Website Requirements

5. Design & impact

Please describe (or attach to an email) any existing corporate branding

(e.g. colours, designs, logos, "house style")

What existing printed media does your business have?

(e.g. brochure, stationery, signage)

Please list any websites you admire and give the reasons you like them

Please list the website addresses of your main competitors

What would you like website visitors to think about your business?

What action do you want visitors to your website to take?



Customer Website Requirements

6. Technology & people

Apart from you, is there anyone else who needs to be involved in the project?

Are you able to review work and respond quickly during the production of your website?

Do you already have a supplier for website hosting and email?

We use/recommend Godaddy.com for both domain purchase & hosting.

Have you already registered your domain names?

(Please list them)

Who would be responsible for maintaining your website?

We provide an updating & maintenance service as well.



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Page: 11 of 11

Customer Website Requirements

7. Your contact details

| | |
|-------------------|----------------------|
| Your name: | <input type="text"/> |
| Company: | <input type="text"/> |
| Email address: | <input type="text"/> |
| Telephone number: | <input type="text"/> |
| Date: | <input type="text"/> |

8. Our contact details

If you would like to discuss your requirements, or just have a general query, please contact us and ask for Darren who will be happy to help: -

Web Address: www.dslmatrixconstruction.talktalk.net

Email: dslmatrixconstruction@talktalk.net

Telephone: (01502) 714 279

Text: (07776) 058 816