

Before we create an estimate for your new website, please fill out the following form with as much detail as you can provide. From there, we can gather the most accurate brief possible and send it to you to review.

If you have any questions about the form, call us at 01463 417 458 or email studio@yellowcherry.uk

Business Name

Name

First

Last

Email address

Telephone

Who is the best person to contact about the project?

Existing website address

Please provide your existing website address if applicable

1. Can you please tell us why you think you need a website/website redesign?

2. Can you please provide some background on the organisation and brand?

Please describe the organisation's background, vision, mission and any relevant information about services and/or products.

3. What makes your organisation different to others in your industry/sector?

E.g., family run, no sub-contracting, USP or type of product.

4. Who is the target audience for the website? Who do you want to attract to the website?

This can often be multiple audiences e.g., consumers, industry professionals, employees, funders etc.

5. Who are your competitors/similar organisations?

Please detail anything you like/dislike about their sites.

Please provide links to their websites.

6. What are the website objectives?

Create brand awareness

Sell Products

Provide resources

Generate customer
feedback

Other

Please tick all that apply

If selected, please list other objectives

7. Do you have a draft sitemap/navigation in mind?

What pages will you need on your website? Please include main menu and sub menu items e.g. Home, About - History, Shop - Category 1 - Category 2, News, Contacts.

8. What would you like the website to be able to

Image Gallery

Case Study/Portfolio

Document Management

Contact Form

E-commerce Shop

Blog/Latest News

Catalogue

Meet The Team

Social media feeds

Booking Facility

Survey

Google Map

Password protected
section

Other

Please select all functionality that applies:

If selected, please list other objectives

Please include links to websites where you have seen similar functionality elsewhere.

9. If you are selling products, provide details about what you sell.

E.g., how many products, colour variations, number of categories or number of sizes are available.

10. How will you take payments through your website?

E.g., Stripe, Paypal, Worldpay.

11. Creative style guidance - What would you like the website to look like?

Please provide a short brief on the design direction of the site. Think about the tone, colours and style of images you would like on your site. For example, urban, modern, caring, vivacious or shabby chic.

Please provide links to website examples if applicable.

12. Who will write the text and source the images for the website page?

Do you need copywriting assistance? Please note, the availability of the copy will affect the completion date.

13. Do you need a photographer?

Yes

No

14. Would you like us to source stock images for you?

Yes

No

15. Would you like us to supply costs for the following promotion? *

Search Engine
Optimisation

Google Advertising

Social Media Advertising
(Facebook, Instagram,
LinkedIn)

Printed materials

Not at present

Other

Please tick all that apply

If selected, please list other objectives

16. Would you like costs for 12 months technical support?

Yes

No

We offer technical support packages for content changes or tweaks to websites.

17. Who will be responsible for software updates, backups and security? Do we include a cost for this?

We can provide costs to set up a retainer that will be used to perform regular backups and software/extension updates.

18. Do we need to register a domain (website address) for you or do you have one already?

19. Do you need a business email address?

Eg. office@mydomain.com.

20. Do you need us to host the website?

Our hosting is billed monthly for a small fee.

21. Do you have mailboxes that you would like us to host alongside your website?

22. What is your budget?

< £2,500

£2,500 - £7,500

£7,500 - £15,000

£15,000 - £30,000 +

Please detail any budget constraints:

*Please note - if you have indicated a budget of <£2,500, our estimate is likely to be modelled from our essential website package with basic functionality.

How did you find us?