

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

Who is the best person to contact about the project?

Telephone**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?

Please tick all that apply

- | | | |
|---|--|--|
| ☐ Create Brand Awareness | ☐ Sell Products | ☐ Provide Resources |
| ☐ Generate Customer Feedback | ☐ Other | |

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 do?

Please select all functionality that applies:

- | | | |
|---|---|--|
| ☐ 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 | ☐ Search | ☐ Other |

If "Other" selected, please describe the features you require.

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

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? *

Please tick all that apply

- | | | |
|---|--|---|
| ☐ Search Engine
Optimisation (SEO) | ☐ Generative Engine
Optimisation (GEO) | ☐ Google Advertising |
| ☐ Social Media Advertising
(Facebook, Instagram,
LinkedIn) | ☐ Printed Materials | ☐ Not At Present |
| ☐ Other | | |

If "Other" selected, please describe promotional support you require.

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

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

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

17. Would you like costs for regular software updates, backups and security?

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

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

18. Would you like us to register a domain (website address) for you?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

19. Do you need a business email address?

Eg. office@mydomain.com.

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

20. Would you like us to host the website?

This is the annual fee to rent the space on a server for your website.

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

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

☐

Yes

☐

No

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?

--Please Select--