ROCKCREEK
STRATEGIC MARKETING

Interactive Marketing and Website Goals Assessment

Thank you for your interest in Rock Creek Strategic Marketing. In order to better assess how we can improve your online marketing initiatives, we ask that you respond to these questions in as much detail as possible. Your response to these questions will heavily inform the design process and greatly assist our team in providing you with a website that achieves your business needs and exceeds your expectations.

BACKGROUND

1. Describe your organization and industry.

2. Why do you want to redesign your website?

3. What business objectives would you like your site to achieve?

4. Do you have an estimated budget for your web initiatives?

5. What is your approximate timeline for accomplishing your website goals?

AUDIENCE

1. Define the primary and secondary audience(s) for your website. If there is more than one appropriate audience, please rank in order, listing the most important audience first.

2. What tasks/goals are these audiences looking to accomplish on your site? Please categorize tasks by respective audience.

3. Have you conducted any market research to define your audience(s)? If so, would you be able to share it with us?

4. What impression of your website would you like a visitor to have?

WEBSITE ANALYSIS

1. What do you like about your current site?

2. What do you dislike about your current site?

3. Who are your biggest competitors? What do you like/dislike about their sites? (Please include names and URLs.)

4. How would you like to differentiate yourself from your competitors?

5. What industry trends do we need to be aware of when redesigning your website?

6. Does your organization have a search engine marketing strategy in place?

CONTENT

1. Will you be providing the content and images to Rock Creek or will you need Rock Creek to acquire and purchase images?

2. Will the content on your redesigned website be:
    ☐ New
    ☐ Migrated from current site
    ☐ Both

3. What sections of your website will need the most frequent content updates?

TECHNOLOGY

1. What functional requirements are you considering for the site? Please select as many as applicable.

    ☐ E-commerce   ☐ Widgets

    ☐ Video/Audio   ☐ Catalog

    ☐ Flash animation   ☐ Blogs

    ☐ Downloadable items   ☐ RSS Feeds

    ☐ Other: (please specify on lines below)

    _____

    _____

    _____

    _____

2. Are you looking to implement a content management system (CMS)?

    A CMS allows you to manage the content on your website without the expertise of a webmaster and aids in creating more dynamic functionality on the website.

3. Does your website currently integrate with existing systems, applications, or databases or do you anticipate this need?

TECHNOLOGY (CONTINUED)

4.   Does your organization have an existing hosting relationship? If so, what hosting platform is being used?

5.   Does your organization require support options such as ongoing updates, maintenance, and training?

NOTES