

# BizLinks >>

Please fill out this worksheet as thoroughly as possible.  
It will help in determining the best content and features for your website.

- Your name:
- Company:
- Title:
- Physical address:
  
- Postal address:
  
- Phone:
- Fax:
- Mobile:
- Email:
- Additional contact information:
  
- Is this a new site, reconstruction of an existing site, update of present site.
- Do you have a current domain name (eg [www.bizlinks.co.nz](http://www.bizlinks.co.nz)):
- If yes, what is it:
- If no, what domain name would you like (subject to availability):
  
- What is the purpose of your website (generate leads, sales, online brochure, etc):
  
- Who is your target audience (male, female, old, young, income level) :
  
- What is it that your company does:
- Where do you do business (New Zealand or overseas or both).
- What is your competitive advantage (low cost, faster server, better quality, etc)
- Who are your competitors:
  
- List their websites if known:
  
- List websites that you like:
  
- What is your required completion date:

- What sort of look are you aiming for (eg professional, humorous, elegant, informative):
- Other ideas you have for the website:
- What web pages would you like:
  - Home page
  - About us (company profile)
  - Contact us
  - What's new
  - FAQ (Frequently Asked Questions)
  - Newsletter
  - Gallery (photos or portfolio)
  - Products and/or services
  - Order page
  - Order information page
  - Testimonials
  - Other
- Page heading – do you have a logo or image:
- Page colours – do you have corporate colours or colour preference:
- Type face: verdana, arial, times roman, other:
- Do you have photos on a disk or do they need scanning from photographs or a catalogue:
- Do you have all the wording for each web page:
- Do you require a shopping cart:
- Please enter any other information that you feel is relevant to your website:

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