Website Build Audit

This document aims to help with specifying what you are looking for in a new website. Using this audit, we can tailor a site to suit your requirements and organization.

Building Your Website - Getting Started

What is the name of your organisation?

_____

Domain Name

Have you purchased a domain name for your website?

Yes - I have purchased it already ☐

No - I need to do that ☐

What domain name would be your first choice?

_____

What is the purpose of your website?

Business ☐

Personal ☐

Charity ☐

Church ☐

E-Commerce ☐
Other (please specify) _____

Moving forward

Please make a list of 5 words that you would use to describe how you would like
your new website to look:

1 _____
2 _____
3 _____
4 _____
5 _____

Who is your primary target audience?

_____

Who are your secondary target audiences?

_____

Please list any websites you have seen that have a look and feel that you would like to emulate:

Please list any websites of competitors that you would like us to look at:

Content

I will need:

A single page website ☐

2-5 pages ☐

6-10 pages ☐

11-15 pages ☐

16-20 pages ☐

20+ pages ☐

My content is:

On an existing website that I am updating ☐

In a document that I have produced ☐

I have no written content yet ☐

Please list the pages you will need below:

Please outline the pages in order of how you would like them to appear in the menu. If you require dropdowns (sub pages), place a tick in the secondary or tertiary column next to the page name. Also, please place any sub pages under the primary page they will belong to. Feel free to extend the table to include all your pages or move onto another page if necessary.

Page Name	Primary	Secondary	Tertiary

Promotion

Are you interested in people finding you from Search Engines?

Yes ☐

No ☐

Are you interested in knowing how much Traffic hits your website?

Yes ☐

No ☐

Do you use Social Media? Please tick all that apply:

No ☐

Facebook ☐

Twitter ☐

YouTube ☐

Instagram ☐

Others ☐ please specify: _____

Do you have any video or sound that would need embedding?

Yes ☐
No ☐

Design and layout

Please specify any colours that you have in mind for the design of the website:

_____

(If you have any colours that feature in any existing media that you would like to use, please specify their hex or RGB values. Let us know if you need help with this.)

I am unsure about colour and would like guidance with this ☐

Do you have any information you would need to display in a footer, for example a charity number or copyright information? If yes, please specify:

_____

Images

I have no images as they are unnecessary ☐

I have no images but would like help finding or taking photographs to include ☐

I have images that I would like to place on certain pages ☐

I have a lot of photographs that would need to be displayed in a portfolio / gallery ☐

Additional Notes:

Please add any further comments / requirements here:

Next Steps ….

Once we have this information, and any existing content and media you have, we will produce an initial design for you to review. We will then work together to produce a website that covers all your requirements.

If you need to contact us, please email support@mirata.ltd.uk