



Caspian blue

Customer Website Requirements

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1 Introduction

The purpose of this document is intended to help you structure your thoughts & expectations for your website. It's also the starting point of Caspian blue's website design process. We use the information supplied in this document as the basis for our consultation with you to compile your requirements, before we submit our proposal.

When you've completed the sections below, please send this document to us. All information will be treated as confidential, and we will respond to you as soon as possible.

If you have any queries or need further information please contact us.

2 Our Contact Details

Postal Address	Sovereign Chambers 42 Upper Kings Street Royston Hertfordshire SG8 9BA
Tel / Fax	01763 246201
Email	info@caspianblue.co.uk
Website	www.caspianblue.co.uk

3 Business Details

Business address & contact details	
	Email:
	Telephone:
Nature of your business?	
Who are your competitors	<i>(please list websites)</i>
Do you have an existing website?	<i>(please give the web address)</i>
Do you already have a domain name registered?	

4 Website Details

What are the objectives for your website?	
Who is your target audience?	
Do you have any reference sites that you like the look of?	
How often will your website be updated or expanded?	
Do you already have a corporate colour scheme or logo?	
What existing printed media does your business have? <i>(e.g. brochure, stationery, signage)</i>	
Do you have logos and images already available in digital format?	
What Keywords or phrases are needed for search engines?	

5 Specific Content

Page No.	Page Title	Brief Description (e.g. company profile, services, document downloads, map)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
Do you require any kind of database or client login on the site?		

6 Timescales

What is your proposed target launch date?	
How long do you anticipate it to take to compile the text for your site?	
How long do you anticipate it to take to compile images for your site?	

7 Maintenance

What are your computing & internet capabilities?	
Apart from you, is there anyone else who needs to be involved in the project?	
Do you already have a supplier for website hosting and email?	
Who would be responsible for maintaining your website?	