

Business Details

Date Created		appyepos -Team Member Name	
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Lead Information, initial first contact

Title		First Name		Last Name	
Position in company			Land Line		
Email			Mobile		

Business Information

Company Name					
Street			Town / City		
			Area of business		
Business Email					
Land Line			Mobile		
Additional Business notes					

Website Requirements Document

Choose one of the below routes

Route 1 – Website take over

Current domain name if applicable

Domain Registrar

Who has control of domain name

Route 2 – Need a new website

Preferred website / domain name

Second choice if first is not available

Brand guidelines

Colours – hex colours

Primary

Secondary

Background

Other

Font type

Logo Font

Header Font

Body Font

Marketing collateral

Supply current digital collateral. Email or upload to appyepos

- Logo (s)
- Flyers
- Business cards
- Social media adverts

Overview / Purpose

Overview purpose of the website. Who are you hoping to attract?

Goals

Describe goals for the website, what do you expect to achieve?

E-commerce industry

B2C – Business to Consumer

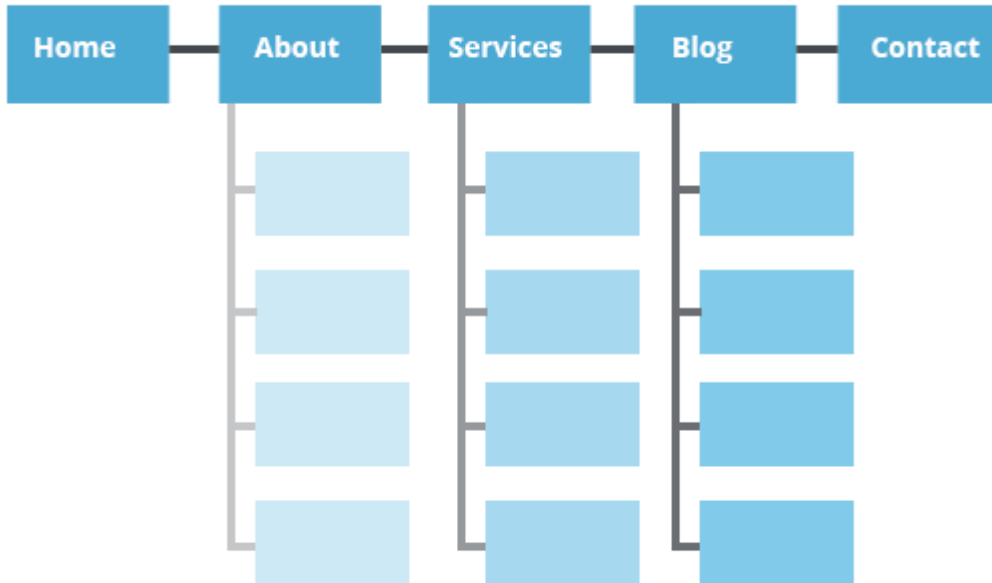
B2B – Business to Business

C2C – Consumer to Consumer

C2B – Consumer to Business

Site map

This is a diagram demonstrating how and where the pages can be located and structured.



Homepage

- Services
- Blog Post
- News Archive
- Products
- None E-commerce*
- Team Members
- people*
- Contact Us
- Testimonial
- E-commerce
- Online store*
- FAQ

Other website pages / notes

Analysis of competition

What aspects of their sites do you like and don't like. Include website names

Footer

Contact Info

Address

Telephone no(s)

Contact Email

Other

Business Hours

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

