

**BUSINESS ENTERPRISE WEBSITE**  
**Needs Assessment Form**

<b>1. Company Name:</b>	
<b>2. Company Contact:</b>	
<b>3. Company Address:</b>	
<b>4. Company Telephone / Fax:</b>	
<b>5. E-mail Address / Web Address:</b>	
<b>6. Alternate #</b>	
<b>7. Do you have an existing website address? If, so what is it?</b>	
<b>8. What type of business is your company?</b>	
<b>9. What is the mission of your company?</b>	
<b>10. Length of Time in Business</b>	
<b>11. Percentage of Repeat Business</b>	
<b>12. Percentage of Referral Business</b>	
<b>13. List Your Products and / or Services</b>	1. 2. 3.
<b>14. List the three reasons why you think your clients are calling you.</b>	1. 2.
<b>15. Where is the majority of your client base coming from?</b>	
<b>16. Who is your primary and secondary client base?</b>	
<b>17. Is this base your target audience for your website? If not, whom do you want as your target audience?</b>	
<b>18. What other forms of marketing or advertising have you used or use, if any? Has it positively impacted your business? How?</b>	
<b>19. Who is your primary and secondary competition? Or state organizations that provide similar services.</b>	
<b>20. What makes your business unique and special compared to your competitors (Unique Selling Proposition)?</b>	
<b>21. How would you describe your company to show on a search engine? What are the key phrases or words that would help prospects find you?</b>	
<b>22. Has your business received any significant awards, publicity or reached any significant milestones or goals in recent years?</b>	
<b>23. What do client prospects primarily ask when they call or seek when they come into your business (i.e. cost, name brand, service, bargains, product</b>	

selection)?	
24. Is there anything you are working on for the future that will enhance your service or product line(s) that you would like to mention?	
25. How many departments or organizational divisions do you have?	
26. How many employees do you have?	
27. Do you have an active Board of Directors or Trustees that require regular reports, minutes or correspondence?	
28. Do your employees use time sheet, check request forms, other documents, forms or applications regularly? If so, what do they use?	
29. Do any of your employees, partners, consultants or contractors work away from the main office site, city, state or country or travel a lot? If so, describe.	
30. Does your company do a lot of faxing? If so, what generally do you fax the most?	1. 2. 3.
31. What companies do you do business with on a regular basis? (i.e. printers, consultants, suppliers, delivery service, fed-ex, contractors).	
32. Do you use standard contracts, agreements, applications or order forms regularly?	
33. Identify three possible ways your website should save you time or money.	1. 2. 3.
34. List the three most important things you would like to feature, promote or get across to your viewers on your website in order of priority.	1. 2. 3.
35. List any future developments to your site you would like to have one day, but perhaps not at this time.	
36. State any ideas, suggestions, questions or comments you have about your website.	

Provide your sales representative / business consultant any and all content (documents, copy, images or graphics) you want included on your website. Also, provide relevant material about your business so we are better informed — to your maximum advantage, such as: **mission statement, photographs, logo, product or service descriptions, management qualifications, resume, newspaper articles, video, brochures, price list, business summary, annual report, business plan, etc.**

**NOTE: Initial deposit of one-third the base price is required before project can commence. Please check out our policies and procedures: <http://www.globalbmc.com/customerservice/policies.asp>**

**Business Enterprise Package Requested (can be changed or modified later):**

(See <http://www.globalbmc.com/besuite/besuite.asp> for available packages)

**Customer Signature:**

**Date:**

**Sales Representative:**

**Date:**