



**TACTIBRAND**  
TACTICAL BRANDING FOR RESULTS



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**WEBSITE REQUIREMENTS ANALYSIS**

# Website Requirements Analysis

Please **RATE** the effectiveness of your current website.

ROLE	RATE – Select One (1 being highly effective to 5 being ineffective, NA being “not applicable”)					
<b>Prospecting</b> (Search Engine Optimization, Online Advertising & Landing Pages )  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Sales Process</b> (refer prospects and centers of influence to specific articles or functions)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Referral Process</b> (refer clients and centers of influence to it)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Meeting Process</b> (ability for client to download mtg info)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Professionalism &amp; Credibility</b> (establish an online presence that showcases your professionalism)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Brand Building &amp; Awareness</b> (use site as medium to tell your story)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Event Promotion &amp; Registration</b> (webinar, seminar & client appreciation)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Client Communication &amp; Resources</b> (valuable resources for clients)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA
<b>Social Media Integration</b> (integration w LinkedIn, FB & Twitter)  NOTES →	○ 1	○ 2	○ 3	○ 4	○ 5	○ NA

Please RANK the three most important roles your website can play for your business.

- Prospecting
- Sales Process
- Referral Process
- Meeting Process
- Professionalism and Credibility
- Brand Building and Awareness
- Event Promotion & Registration
- Client Communication & Resources
- Social Media Integration

**How will we determine if your website is a SUCCESS?**

For each role you expect your website to play, please indicate specific outcomes you are expecting.

ROLE	GOAL

