

**1. BASIC INFORMATION**

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

URL(s): \_\_\_\_\_

Project Deadline: \_\_\_\_\_

Project Budget: \_\_\_\_\_

Briefly describe your company: \_\_\_\_\_

**2. LAYOUT & DESIGN**

Do you want a logo? If so, see the Logo Design Questionnaire.

Is there a specific theme you would like to incorporate into your website?

Are there any colors you had in mind to incorporate into your website?

What are the most important items you think should be represented on your home page?

List a few sites that appeal to you, either competitors or sites unrelated to your industry, that you feel may be relevant to the design of your site. Please comment on what you like or dislike about the design and features of the site.

	<b>Company Name</b>	<b>URL</b>	<b>Comments</b>
<b>1</b>			
<b>2</b>			
<b>3</b>			
<b>4</b>			
<b>5</b>			

### 3. BRAND/TARGET AUDIENCE

List any important words you want customers and potential customers to associate with your brand/business?

Target audience: Describe what kind of users you intend to attract to your site.

Where/how do people learn about your company, product or services?

Why does your target audience need this website?

### 4. SITE CONTENT/SPECIAL FEATURES

Please check any pages/features you envision as part of your site:

#### Basic: (check all that apply)

- |                                     |  |                                   |                                      |
|-------------------------------------|--|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Home       | <input type="checkbox"/> Company Profile | <input type="checkbox"/> Services | <input type="checkbox"/> Client List |
| <input type="checkbox"/> Contact Me | <input type="checkbox"/> Directions      | <input type="checkbox"/> FAQs     | <input type="checkbox"/> Links       |
| <input type="checkbox"/> Resources  | <input type="checkbox"/> Personal Bio    | <input type="checkbox"/> Site Map | <input type="checkbox"/> News        |

#### Special Features: (check all that apply)

- |                                 |                                |  |   |
|---------------------------------|--------------------------------|--|---|
| <input type="checkbox"/> Flash  | <input type="checkbox"/> Video | <input type="checkbox"/> Image Gallery   | <input type="checkbox"/> Testimonials   |
| <input type="checkbox"/> Quotes | <input type="checkbox"/> Map   | <input type="checkbox"/> Upcoming Events | <input type="checkbox"/> Online Payment |

#### Database Solutions: (check all that apply)

- |  |   |   |                                   |
|--|---|---|-----------------------------------|
| <input type="checkbox"/> Calendar      | <input type="checkbox"/> Online Appointment | <input type="checkbox"/> Shop   | <input type="checkbox"/> Products |
| <input type="checkbox"/> Shopping Cart | <input type="checkbox"/> Blog               | <input type="checkbox"/> Social Media Integration (Facebook, Twitter, etc.) |                                   |

Please add any additional or custom pages you would like to add. Feel free to ask questions about any of the above features.

### 5. HOSTING & DOMAIN ADMINISTRATION

Will you want your site to be updated regularly?  Yes  No  Maybe

Would you like us to update your site or would like to be responsible for updates?  Update my site for me  
 I'll do my own updates

Would you like to be able to easily update your own content without any special software or HTML knowledge?  Yes  No  Maybe

Can you provide me with the domain administration and hosting account information username & password for login?

**6. COMMENTS OR QUESTIONS**

Please list any additional details about your needs that you feel will help me to understand your business, customers, or goals.