

Client Company Info

Client/Company Name:

Current Website Address:

What are your goals for this website development project?

Inform people

Make a desirable impression

Solicit feedback

Encourage response

Make sales

Attract new customers

Other – please describe

What types of website development services are you considering?

Logo design

E-commerce

Search feature

Proofreading

Copyediting

Copywriting

Image scanning & correction

Forms, calendars, guestbook

Database

New site design

Existing site redesign

Maintenance

Security measures

Other – please describe

Who will be the primary decision maker for your website development project?

Name:

Phone Number:

Email:

Who will be the primary contact person for your website development project?

Name:

Phone Number:

Email:

Who has final approval on all deliverables?

Name:

Phone Number:

Email:

What are the criteria that will be used to measure the success of the project

Your Organization & Your Audience

What are the goals of your organization?

Do you have a formal mission statement or slogan?

How would you describe the culture of your business?

How would you describe your target audience?

Will the website be aimed at the same, or a different audience?

Do you want the website to reflect your organization or your audience?

The Look and Feel of Your Website

How would you describe the tone you would like your website to project? And why?

Retro	Modern	Cute
Friendly	Casual	Formal
Sophisticated	Subdued	Kick-ass
Youthful	Mature	Professional
Familiar	Corporate	High-tech

Other – describe:

Please list the URL's of 2-3 sites that you would like with a few words describing why?

- 1.
- 2.
- 3.

Please list the URL's of 2-3 sites that you DON'T like with a few words describing why?

- 1.
- 2.
- 3.

Do you have style sheets or other graphic conventions that need to be incorporated into the design?

Do you have an existing logo that you would like to use, or would you like to have a logo designed?

Do you have any registered trademarks or service marks that need to be included?

What types of graphical elements would you like to include in the site?

Photographs	Clip-art	Electronic images
Advertisements	Drawings	Slides

Other – please describe

What format(s) are they in? (.jpg, .gif, hardcopy, .doc, .pdf, etc)

Do you want the theme of the website to reflect the theme already established in print?

Do you have legal permission to use all graphic and print elements?

Will any of the graphical elements need to be scanned?

Do you have a color scheme in mind?

What kind of colors do you think best reflect your vision for the website?

Warm and sunny colors	Soft pastels and tints	Rich saturated hues
Earth tones	Primary colors	Cool sophisticated shades

Black & White

Do you have any particular fonts in mind?

Do you have any preference for the location of the navigational elements? Side, bottom, top?

The Content of Your Website

What types of content do you envision for your website?

History and biographies

Contact information

Online brochure

Maps

Other print collateral

Forum/Message board

Photo gallery

Other – please describe:

Events calendar

Favorite/helpful links

Product list

Newsletters

Press releases

Chat

Available services

Order form

Registration form

FAQ

Polls

Customer testimonials

Has the content already been developed?

If not, who will provide the content?

List approximately 20-30 keywords that clients would use to find your website:

Logistics of Your Website Project

Do you already have a Web Host? If so, who is it?

If not, do you need assistance selecting one?

Do you already have a Domain name? If so, what is it?

If not, do you need assistance registering one?

Do you have some preferred names selected? (please list)

- 1.
- 2.
- 3.
- 4.

Do you need Website Maintenance Services?

If not, who will be maintaining your site?

Name:

Phone Number:

Email:

Will they need training?

Do you have software to maintain the site? If so, what will you be using?

If not, would you like assistance in choosing software?