

## Contact Information

Company Name:

Street Address:

City:

State:

Zip:

### Who is the primary point of contact for this project?

First Name:

Last Name:

Primary Email Address:

Secondary Email Address:

Direct Phone #:

Alternate Phone #:

Fax #:

## Company Information

Briefly describe the **products/services** your company offers:

Does your company have a **tag line**? Yes  No

If "Yes", please write it here:

What **certifications** does your company possess?

Are you involved with any **associations** or have any **professional** affiliations?

Yes  No

If "Yes", please list here:

## Website Goals

What is the **purpose** of your new/improved website?

What **message** do you wish to convey to your audience?

What do you want your site to **accomplish**? Check all that apply:

Improve company/brand awareness

Increase product/service sales

Provide entertainment value

Build community awareness

Act as a medium for internal company communications

Share information with visitors

Other

If "Other", please explain:

## Look & Feel

What color schemes do you **prefer**?

Are there any colors you definitely do **NOT** want?

## Look & Feel (cont.)

Does your company utilize any **required colors**? Yes  No   
If "Yes", please list here (including **PMS values**, if available):

Will you be providing **photographs/graphics** to be used on your website?  
Yes  No

Do you have any **trademarked/copyrighted logos/artwork** that must be used?  
Yes  No

Do you have a **corporate logo**: Yes  No

If "Yes", can you provide in a **vector format** (AI, EPS)? Yes  No   
If "No", would you like us to **design a logo** for you? Yes  No

## Example URLs

Please provide URLs (website addresses) of three (3) sites that you find **Visually Appealing**:

*(They do NOT need to be in the same industry as yours).*

Visually Appealing: <http://www:>

Visually Appealing: <http://www:>

Visually Appealing: <http://www:>

Please provide URL (website address) of three (3) sites that you feel have a **Good User Interface** (navigation, etc):

Good UI: <http://www:>

Good UI: <http://www:>

Good UI: <http://www:>

Please provide URL (website address) of three (3) of your **Competitor** sites:

Competition: <http://www:>

Competition: <http://www:>

Competition: <http://www:>

## Your Target Audience

Who are your **customers**, your **target audience**? *(For whom the site will be built).*

Please indicate what **geographic areas** you would like to target? *(For example, local cities, international, etc.).*

Please indicate what **demographic markets** you would like to target? *(For example business size, male, female, age group).*

Do you have a **secondary target audience**? (For example, "Investor Relations").

Yes  No

If "Yes", please provide additional information:

## Site Map/Navigation Mapping

**This is a very important phase of the website planning process.**

On the last page of this guide is a blank site map. To the best of your ability, list the primary navigation items you would like included in your site. These might include *Services, Products, Company, News, Resources* etc. Below each of these, list the sub navigation items (pages) you would like displayed. For example, under the Primary heading "Company" you might have child pages such as About Us, Management, Jobs, Our History, etc. Please note, we do not base our cost estimate solely on the number of pages your site will contain, so be sure to list any and all that you MIGHT want. Please print/complete additional forms as you need.

For the **HOME** page, please let us know if there are any special elements you'd like included, such as a newsletter sign up form, or if there are consistent elements you'd like displayed on every page, such as Promotions or News.

Do you have a preference for the **navigation** placement?

Whatever works best for the site design

Left side navigation

Top navigation

Based on your target audience, what **resolution** would you like the site designed for:

Whatever works best for the site design

Fixed width (i.e. 800x600 or 1024x768)

Not sure

What are the three (3) **main areas of the site** that you would like visitors to view and why? (For example *Quotation page, Contact Us page*).

## Site Content

Is the **content** (copy) for the website already developed? Yes  No

Comments:

Do you plan on adding new **content**? Yes  No

Comments:

Who will be providing the **content**? In-House  Subcontracted

Comments:

Do you need professional **copywriting** services? Yes  No

## Website Features

What **features** would you like included in your Website? Check all that apply:

- Ecommerce/Shopping Cart
- Password Protected Area
- Newsletter
- Catalog
- Site Search Capability
- SSL Encrypted Area
- Email Link
- Order Form
- Live Customer/Tech Support
- Job Application Form
- Feedback/Contact Form
- Member's Only Area
- Discussion Forums
- Other

If "Other", please list:

## Multimedia

Are you interested in integrating any of the following **multimedia** services into your website?

Check all that apply:

- Power Point to Flash
- Video
- Flash Animation
- Animated Tag Lines
- Audio
- 3D
- FX's
- Other

If "Other", please list:

## Domain Name

Do you currently have a **domain name**? Yes  No

If "Yes", please list:

If "No", would you like help **choosing/registering** one? Yes  No

## Web Hosting

Do you currently have a **web hosting provider**? Yes  No

If "Yes", are they meeting your **requirements**? Yes  No

Do you know what **platform** your host offers? Unix  Windows  Not Sure

Do you plan on **maintaining** your own Website? Yes  No

Are you interested in the ability to **edit/manage** your own content with an easy to use content management system? Yes  No

## Website Promotion

What other **marketing mediums** do you use? (i.e. print ad, radio, TV, bulk mailing, etc)?

Are you interested in a **Search Engine Optimization** program? Yes  No

Are you interested in an **Email Marketing** program (*For example, monthly/quarterly eNewsletters\* and/or eAdvertisements?*) Yes  No

(\*Note, we only work with permission based (opt-in) lists)

## Timeline

When do you want to **begin** this project?

When do you want project to be **completed** by?

Is there an **event** that you wish to coordinate the launch of your site with? (*For example, a trade show or a new product.*) Yes  No

If "yes", please list here: