

Company

Name

Address

City, State, Zip

Phone

Existing Website (if any)

Desired Domain(s) if different than existing

Contact

Name

Email

Phone

Main Decision-Makers - (Name and Email for Each)

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

About the Company

Brief Overview

Main Products / Services

Purpose of the Website*Check all that apply*

- Explain products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients
- Other _____

Is this a site re-design?

- Yes
- No

If yes, can you explain what isn't satisfactory about your current website?

Do you have a timeframe or deadline for the website to go live?*(Consider that edits can always be made after the site is up)***What is your budget or range?***If it helps, consider how much money you're hoping to make by having a website in the first year. It is common for custom websites for small-mid sized business to run around the low four figures.*

Target Market

Who will visit the site?

Describe your potential clients and their demographics (i.e. age, interests, location, etc.)

Why do you believe site visitors should do business with you over competitors?

What problem are you solving for them, and what sets you apart in your solution?

What action(s) should the user perform when visiting your site? (Check all that apply)

- Call you
- Fill out a contact form
- Fill out a quote request form
- Sign up for your mailing list
- Search for information
- Purchase products/services
- Other _____

Content

With help from our suggestions below, please make a list of sections/pages that you will need on the site.

Home	Shop / Store*
About Us	Login for users**
Contact	Other private pages**
Portfolio	- (only accessible to users with an account)
Gallery	Other basic pages
Blog	- (to display information, files, etc.)

*Requires eCommerce support

**Requires membership feature setup and support

Are there any additional features you would like for your site now or at a future date?

Please be as specific and detailed as possible.

Do you have the written content and images/photographs prepared for these pages?

- Yes
- No

If not, will you need copywriting and/or photography services?

Please note that before the site construction can really get underway, a site outline and most (if not all) content will be needed.

- Yes
- No

Are you willing to commit time/effort into learning how to edit your site?

We use Content Management Systems such as WordPress and Drupal to allow for easier access, editing capabilities, and security. Training to make changes to the site can be included in our quote.

- Yes
- No

Design

Are there corporate colors, logo, fonts, etc. that should be incorporated? (Please list)

Will you be needing any graphic design or branding to create a logo, choose fonts or colors, etc.?

- Yes
- No

When people see your website for the first time, how do you want them to perceive your company?

Is there a specific look or feel you hope to attain? (Please describe)

Will you want print materials such as business cards, brochures, or fliers as well?

- Business Cards
- Brochures
- Fliers
- Other _____

Other Sites

Please list three of your biggest competitors, their website links, and what you do/don't like about their site. What would you like done differently or better?

<p>1. Company Name URL Likes</p>	<p>2. Company Name URL Likes</p>	<p>3. Company Name URL Likes</p>
<p>Dislikes</p>	<p>Dislikes</p>	<p>Dislikes</p>

Please list three websites you really like, their links, and what specifically you like about them (i.e. colors, look, feel, functionality, etc.). These do not have to be related to your business or industry but may include features you like.

<p>1. URL Likes</p>	<p>2. URL Likes</p>	<p>3. URL Likes</p>
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Marketing and Outreach

How do people find out about your organization now?

(i.e. Word of Mouth, Social Media, Search Engine Results, etc.)

What are some ways you have considered marketing your new website? Have you considered Search Engine Optimization or Social Media Marketing (brief overviews below)?

Search Engine Optimization (SEO)

SEO is the process of getting people to your website through strategies that boost the site's rank on search engines such as Google, Bing, and Yahoo. This means that when people search for "Italian Restaurants near me," your Italian restaurant's website shows up on the first page because of ways your website developer optimized your content.

Social Media Marketing (SMM)

SMM is a way to increase brand awareness, website traffic, and phone calls, etc. through posting strategic content and engaging with your target audience. For more details, see our blog article [here](#).

If someone were searching for your product/service, what types of search terms (single words or phrases) would they use? *Please list as many search terms as possible.*

Do you have any social media accounts as of now? (Facebook, Twitter, Instagram, YouTube, Google+, etc.)

- Yes
- No

Do you want links to those accounts on your site?

- Yes
- No

Do you want any feeds displayed on your site?

- Yes
- No

Do you have a mail service account? (i.e. MailChimp or Constant Contact)

- Yes
- No

Will you want to build your mailing list via the website and use it for advertising and newsletters?

- Yes
- No

Domain and Hosting

Do you already own a domain name(s)? (i.e. www.mysite.com)

- Yes
- No

If yes, do you have the login/IP information?

- Yes
- No

If no, what name(s) would you like?

Do you have a hosting account already? (i.e. GoDaddy, BlueHost, etc.)

- Yes
- No

If yes, do you have the login/IP information?

- Yes
- No

Email

If you have a website already, do you have email(s) at your current domain?

(i.e. yourname@yoursite.com vs. yourname@gmail.com)

- Yes
- No

If not, do you want any email accounts? How many?

(Please list the emails you want i.e. jason@, info@, director@)

- Yes
- No

Maintenance

Will there be sections of the website that require regular updating? Which ones?

Would you like to be able to do most of the updating yourself or by another staff member? Who?

- Yes
- No

Staff Member Name: _____

Email: _____

Are you planning on writing a blog?

- Yes
- No

If so, do you already have content written?

- Yes
- No

Do you already write on a regular basis?

- Yes
- No

Are there any features/pages that you don't need now but may want in the future?

Please be as specific as possible.