

Business Info

Business Name	
Slogan / Tag Line	
Phone Number	
Fax Number	
Address	
Other	

Main Contact Info

Name, Title	
Phone	
Fax	
Email	
Address	
Other	

Company

Briefly describe what the company does:				
List the mission statement of the company:				
List 5 keywords that describe the company:				
Products and/or services the company provides:				
List 3 examples of competitors:				

Website Design & Development

What is the purpose and what are the goals of the website? What does it need to do?		
Briefly describe the target audience:		
FEATURES		
<input type="checkbox"/> <i>Make My Own Updates</i> <input type="checkbox"/> <i>Blog / News / Forum</i> <input type="checkbox"/> <i>Sell Products / Services</i> <input type="checkbox"/> <i>Image Gallery / Portfolio</i>	<input type="checkbox"/> <i>Newsletter Signup</i> <input type="checkbox"/> <i>Contact Form</i> <input type="checkbox"/> <i>Calendar / Schedule</i> <input type="checkbox"/> <i>Memberships</i>	<i>Other:</i>
DESIGN		
<input type="checkbox"/> <i>Clean</i> <input type="checkbox"/> <i>Simple</i> <input type="checkbox"/> <i>Colorful</i> <input type="checkbox"/> <i>Graphic</i>	<input type="checkbox"/> <i>Typographic</i> <input type="checkbox"/> <i>Modern</i> <input type="checkbox"/> <i>Traditional</i> <input type="checkbox"/> <i>Professional</i>	<i>Other:</i>
COLORS		
<i>Primary Color:</i> <i>Secondary Color:</i> <i>Highlight Color:</i>	<i>Other Color Scheme:</i>	
CONTENT		
<i>How many pages:</i> [< 10] [10-50] [50+] <i>How many images:</i> [< 10] [10-50] [50+] <i>How many products:</i> [< 10] [10-50] [50+]	<i>All text copy is written and ready? [Y] [N]</i> <i>All graphic design images are ready? [Y] [N]</i> <i>All photographic images ready? [Y] [N]</i>	<i>Other:</i>
BRANDING		
Please attach electronic copies of: [logo] [business card] [letterhead] [brochure] [catalogue] [newsletter] [other]		

Who will be maintaining the content on the website? How often will it be updated?

Has a domain name already been registered? If so, list the registrar company name and the account login credentials. If not, list at least 3 ideas (e.g. my-domain-name.com)

Has a web hosting account been purchased? If so, please list the hosting company name and the account login credentials. If not, please list number of months/years to purchase.

When does the project need to be completed? What is the budget?

List 3 websites you like and what you like about them that you may wish to imitate:

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List 3 websites you don't like and what you don't like about them that you wish to avoid:

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Any other additional information:

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