

Web Development

All fields are optional. Filling out this form does NOT mean anyone is obligated to do anything. This is strictly voluntary!

Personal Info



Personal Name

Personal Phone

Personal Email Address

Business Information



Business Name *

Business Phone *

Business Email Address *

Business Address

Company Brand



Do you have a brand already established?

Yes No Not Sure

Do you have a color scheme?

Yes No Not Sure

Do you have a logo?

Yes No Not Sure

Do you have a tag line?

How would you describe your business in one sentence to a family member?

Companies top 3 strengths / advantages

3 things you'd like to change about how your company is perceived

Web site address(es) of Competitors in your industry/market

Do you have printed marketing / promotional materials?

Yes No Kind Of

Project Information



What is the project budget?

What is the project Start Date?

What is the project Deadline?

What type of project is this?

New Website New Look for Old Website Search Engine Optimization Other

Any Additional Features Requested?

Shopping Cart Photo Gallery Forum Classified Ads Blog Search Calendar

Check All That Apply

Website Marketing Objectives



What is your primary objective with the site?

Establishing your credibility Describing your products or services Completing sales transactions

Offering customer service and support Communicating company identity or branding Other

Check all that apply

What are your secondary objectives?

Search engine friendly Generate repeat traffic Increase customer loyalty Create an online

community, send emails Encourage visitors to stay and visit many parts of the site

How do you expect to use the site?

Computer Mobile Device

Target Audience



Will people find your site?

Search Engines Word Of Mouth Marketing Promotions

Who do you want to see your site?

What connection speeds do you guess they will have?

Dial Up (typically the elderly) Cabel / DSL (typical family setup) 3G / Mobile (young adults)

What is your target audience looking for?

What questions are your customers constantly asking you?

What can we include that would WOW your customers?

What age group are you targeting?

Is your web site gender specific

Male Female Both

What are their Interests?

What is your geographical target?

Local Regional National Inter/Multi-National

Look & Feel



List any web sites you like and why

List any web sites that you dislike and why

What colors do you prefer for the site?

What image the site should convey?

Home page layout

Three Column Tabloid Two Column Information Splash Screen I don't know

How wide do you want your site design to be?

Internet Standard Wide Screen Mobile Screen

Do you want your pages to be easily printable?

Yes No Not Sure

What is your menu preference?

Horizontal Vertical Both No preference

Do we need to take photos of you, your staff, your services, or your products?

Yes No Possibly

Do you have any vendor supplied photos or graphics you are authorized to use?

Yes No Not Sure

What style do you want to communicate?

Serene Spiritual Powerful Professional Hip Classic Elegant Funky Ethnic
Natural High Tech Frivolous Fun Flashy Muted Soft Playful Down To Earth Mellow
Comforting Romantic Sensual Authoritative Delicate Energetic Historical Festive
Fanciful Caring Organic Other

Website Content



Do you have any existing written materials we can start from?

Yes No Sort Of

Do you have any of the following in electronic format (computer files)

Hard copy brochures Client presentations Customer letters Case studies Customer testimonial

letters Other

Please select menu titles that sound appropriate for your website

Home Services Product categories Customers About us Contact us Testimonials
FAQs Forms Downloads

List any web sites you would like to model yours after and why

List web sites you dislike and why

What colors do you prefer for the site?

What image the site should convey?

Home page design

Three Column Tabloid Two Column Information Splash Screen Not Sure

How wide do you want your site design to be?

Internet Standard Widescreen Mobile Screen

Do you want your pages to be easily printable?

Yes No Not Sure

Do you have a menu preference?

Horizontal Vertical Both What ever looks good

Do we need to take photos of you, your staff, your services, or your products?

Yes No Possibly

Do you have any vendor supplied photos or graphics you are authorized to use?

Yes No Not Sure

What style do you want to communicate?

Serene Spiritual Powerful Professional Hip Classic Elegant Funky Ethnic
Natural High Tech Frivolous Fun Flashy Muted Soft Playful Down To Earth Mellow
Comforting Romantic Sensual Authoritative Delicate Energetic Historical Festive
Fanciful Caring Organic Other

Do you have any existing written materials we can start from?

Yes No

Do you have any of the following in electronic format (computer file)

Hard copy brochures Client presentations Customer letters Your resume Information flyers
Case studies Customer testimonial letters Other

What menu categories make sense for you?

Home Services Product categories Customers About us Contact us Testimonials
FAQs Forms Downloads Links or resources Other

Search Engine Optimization



What search terms do you expect your customers will use to find you?

What organizations, companies or sites can we ask to link to your site?

What organizations, companies or sites would be valuable resources for your readers?

Technical Details



Have you registered a domain name?

Yes No Ummm.... Well

Have you secured hosting?

Yes No

Do you have your site access information?

Yes No Its Lost

Website Maintenance



How often do you envision updating the site?

Once a day Once a week Once a month Once a year Once every 3rd bicentennial