



Website Planning

Answering the following questions will allow me to have a better understanding of how you envision your website and enable me to accurately quote your project.

Business Information

Company/Organization Name: _____

Contact name: _____

Phone/Email: _____

Fax: _____

Will this person have approval on all aspects of the website? _____

Domain Name - Web Hosting

Do you have a domain name? (ie: www.mybusiness.com) If you do, what is it?

If you don't have one, would you like me to assist you in selecting and registering your domain name?

Do you have a web hosting account? (This is where your website files are stored, making them accessible to the internet).

If you don't have an account, would you like assistance in choosing a web host and having me set it up for you?

Is an existing website being re-designed or a new one being created?

What is your target date for the website to be completed?

Website audience and purpose

What is your company's/organization's mission statement and/or motto, if any?

What do you want the web site to do for your company? Check all that are applicable.

- Educate
- Advertise (your business)
- Entertain
- Sell products/services
- Gather information/surveying
- Social Network
- Other:_____

Who is your target audience (age/level of expertise, men/women)?

What do you want your audience to get out of your website?

Who is your competition, if any?

Colors – Mood

What type of site do you visualize?

- Professional
- Classic
- Casual
- Sporty
- Trendy
- Serious
- Sophisticated
- Playful
- Other:_____

List any websites that appeal to you and why you like them. (ie: navigation, color scheme, layout, fonts, organization, etc.)

Is there a particular color scheme you like? (Feel free to list the colors you prefer)

- Earth tones
- Naturals
- Water
- Spring (pastels)
- Cool colors (blues, greens)
- Warm colors (red, yellows)
- Heathers (muted colors)
- Bold
- Other: _____

Content

Which pages would you like to include on your website?

- Home page
- About Me/Us
- FAQ's
- Contact
- Services
- Testimonials
- Products
- Map/directions
- Portfolio (Number of galleries/pages to be included _____)
- Order form
- Calendar
- Newsletter
- Other: _____

What features do want to include on the site?

- Shopping Cart*
- Newsletter
- Blog*
- Members Log In*
- RSS feeds
- Contact form/Email sign-up form
- Advertising space
- Search facility*
- Private areas*
- Photo gallery
- Other: _____

*These features will require a database.

Do you have existing material that will be available for use on your site?

- Photographs
- Logo
- Graphics
- Written copy
- PDF's
- Other: _____

What absolutely must be on the Home page and in what order of priority? (ie: phone number, email address, product links, company introduction, photos...)

What are your main products and/or services?

What are the main categories of information you want to publish?

Will you need copywriting and/or editing services?

Where do you prefer to have your page links appear: top _____ left side _____ right side _____

Type of link preferred: text _____ rollover button* _____ drop-down menu* _____

*Buttons are images and can make your website load more slowly. Rollover buttons and drop-down menus take longer to create and therefore, will cost more)

Do you have a preference of font in your main content? (ie: Arial, Calibri, Avant Garde)?

Branding

Do you have a logo?

If not, do you want me to design one for you?

What colors would you like to use for your logo? (The site would be designed with these colors in mind).

Shopping Cart (answer only if you will be selling products online)

Do you want customers to sign in or log-in?

How many products will you sell?

How many categories will you have?

Do you want a customized shopping cart or a pre-designed package? (Pre-designed packages run much less and some customization is offered by means of a pre-determined number of templates/colors.)

Upon Completion

I submit your website to the top search engines as well as business directories offering free listings. Are you interested in any additional marketing services?

- Paid search engine submissions
- Requesting reciprocal links
- Google AdWords program
- Press Release
- Other: _____

Who will maintain the site (if not Bluepoint)? What is their level of experience in website maintenance?

Is there anything else I should know in regard to development of your website before work begins?

Please feel free to add questions of your own or any additional information that would help me understand how you envision your website.

Thank you!

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