



## Web Design Worksheet

This form will take 30 to 45 minutes to complete and will insure you get the site you want and need for your business or organization. Take your time and fill it out completely it will be well worth the effort. If you would like us to assist you give us a call to schedule a meeting.

**IMPORTANT!** Areas marked with an asterisk (\*) are required.



### Business Information

Business or organization name\* \_\_\_\_\_

Mailing Address\*

Street Address \_\_\_\_\_

Address Line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Physical Address (if different from Mailing Address)

Street Address \_\_\_\_\_

Address Line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact name for this project\* First \_\_\_\_\_ Last \_\_\_\_\_

Contact email for this project\* \_\_\_\_\_

Email address of person completing this form\* \_\_\_\_\_

Contact phone\* \_\_\_\_\_ Mobile/alternative phone \_\_\_\_\_

What is your company tag line or slogan?\* \_\_\_\_\_

\_\_\_\_\_

What is your company mission statement?\* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Logo

Do you have a company logo?\*

- No, we don't need one
  No, but we need one designed
  Yes, but I want to design a NEW one
  Yes, and we like it.

Is your logo in digital format? (JPEG, EPS, AI etc.)\*

- No it is not
  Yes, but it's in bad shape or doesn't look good
  Yes
  Not sure...

## Testimonials

Do you have customer testimonials?

- Yes
  No
  No, but I can't get them

## Current Website

Do you have an existing website?\*

- Yes
  No

Enter the URL of your existing site: \_\_\_\_\_

What do you like about your current site? What works well?\*

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What do you dislike or wish to change about your current site? What works poorly?\*

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## New Website

What is the budget for your new website?\*

- I don't have a budget
  Less than \$3,000
  \$3,000 to \$5,000
  \$5,000 to \$10,000
  \$10,000 to \$15,000
  \$15,000 to \$20,000
  \$20,000 +

When do you expect to start?\*

- Right away
  1-2 weeks
  3 - 4 weeks
  1 - 2 months
  3 - 4 months
  5+ months

What is your deadline?\*

- No deadline       Less than a month       1-2 months       3-4 months  
 5-6 months       7+

Number one reason for the project start/deadline date?\*

- We have no site and need one desperately       Coincide with a marketing campaign  
 Need new business       Trade Show       Gotta start some time  
 Our current site is out of date       Time to redesign  
 Other \_\_\_\_\_

What else would you like to add about site design? \_\_\_\_\_

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How do you think your audience currently perceives your company?\*

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What are the primary reasons for building a new website?\*

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How will you know your new website is a success?\*

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Why will people use your new site?\*

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## Mobile Website Objectives

Almost half of all searches are performed on a smartphone. We highly recommend that a mobile site is designed at the same time. Select the options below that you want your mobile site to achieve.

- |   |  |
|---|--|
| <input type="checkbox"/> Professional appearance          | <input type="checkbox"/> Educate, train, or instruct           |
| <input type="checkbox"/> Auto phone calling               | <input type="checkbox"/> Provide free information or downloads |
| <input type="checkbox"/> Directions/map                   | <input type="checkbox"/> Provide product information           |
| <input type="checkbox"/> Encourage visitors to contact me | <input type="checkbox"/> Strengthen brand identification       |
| <input type="checkbox"/> Sell products or services online | <input type="checkbox"/> Gain market share                     |

Other mobile site objectives? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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## Competition

Please list some known websites for your competitors or other companies in your field...

Tell us a little about what you think of those sites:

Competitor site #1\* http:// \_\_\_\_\_

Your thoughts on site #1 \_\_\_\_\_

Competitor site #2 http:// \_\_\_\_\_

Your thoughts on site #2 \_\_\_\_\_

Competitor site #3 http:// \_\_\_\_\_

Your thoughts on site #3 \_\_\_\_\_

Competitor site #4 http:// \_\_\_\_\_

Your thoughts on site #4 \_\_\_\_\_

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## Favorite Sites

Please list a few websites (REGARDLESS OF INDUSTRY) that have designs you really like.

What is it you like about them (colors, logos, photos, copy writing, navigation, etc.)?

Favorite site #1\* http:// \_\_\_\_\_

Your thoughts on site #1 \_\_\_\_\_

Favorite site #2 http:// \_\_\_\_\_

Your thoughts on site #2 \_\_\_\_\_

Favorite site #3 http:// \_\_\_\_\_

Your thoughts on site #3 \_\_\_\_\_

Favorite site #4 http:// \_\_\_\_\_

Your thoughts on site #4 \_\_\_\_\_



## Colors

We suggest using two or three main colors as the base of your site's color palette. Please list your color preferences:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Photos

High quality photos of your business, employees, products and examples of your work set the tone of quality in your web site and in your company. If you don't have those photos our staff photographer is available at very reasonable rates.

Do you have photos?     Would you be interested in having professional photos taken?



## Content

Below is a list of content ideas that may help get you started. Check off the ones you are interested in:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Photos            | <input type="checkbox"/> Business Cards      | <input type="checkbox"/> Product descriptions                          |
| <input type="checkbox"/> Certifications    | <input type="checkbox"/> Awards              | <input type="checkbox"/> Employee Photos                               |
| <input type="checkbox"/> Map or directions | <input type="checkbox"/> Contact information | <input type="checkbox"/> FAQ   |
| <input type="checkbox"/> Brochures         | <input type="checkbox"/> Biographies         | <input type="checkbox"/> Product display <input type="checkbox"/> Blog |



## Register a Domain Name

If you do NOT have a domain name already, we can register and manager your new domain for you. You may want to use your business name as part of the domain if it's not already taken. You might consider branding your website in another way, using short, descriptive words related to your business.

Please list your preferred domain names:

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

**Email**

If you will be using the email accounts included with our website hosting, please list the accounts below you'd like us to setup for you.

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

\_\_\_\_\_ @ yourdomainname.com

**Social Media**

Facebook, Twitter, Google+ and other social media sites can be very effective in promoting your products and services.

Do you have a Business Facebook page?

- Yes, and we manages it.
- No, but I need one
- Yes, but I need help managing it
- No, I'm not interested in one for my business

Do you have a Twitter account?

- Yes, and we manages it.
- No, but I need one
- Yes, but I need help managing it
- No, I'm not interested in one for my business

Do you have a Google+ account?

- Yes, and we manages it.
- No, but I need one
- Yes, but I need help managing it
- No, I'm not interested in one for my business

**Monthly Management & Maintenance**

Are you interested in L! Marketing & Design providing monthly management and maintenance for your site?

- Yes
- No
- I would like to learn more

## Broadcast Email

Do you currently send out broadcast email?

Yes  No

If yes, which broadcast provider do you use?

Constant Contact  iContact  VerticalResponse  StreamSend

Email Now  MailChimp  Other \_\_\_\_\_

Would you like us to manage your broadcast email campaigns?

Yes, using my current provider

Web address \_\_\_\_\_

Username \_\_\_\_\_

Password \_\_\_\_\_

Yes, set up a new account with Constant Contact

No, we will manage our broadcast email

No, we don't use broadcast email