

Planning Your Website

Name:	Company Name:
Email Address:	Current web address, if any:

Goals

What is the purpose of your web site? What do you intend to accomplish with it?

Do you want people to: (check as many as apply)

- Learn more about your business or organization?
- Hire you to perform a service?
- Buy products from you?
- Join your organization?
- Communicate with you?
- Become part of an online community?
- Other:

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want? (check as many as apply)

- Information about a topic
- Information about your products, services or organization
- To be entertained
- To comparison shop or to buy a product
- To connect with others of similar interests
- Other:

Image & Style

What IMAGE do you want to project? (check as many as apply)

- Contemporary
- Cutting edge
- Friendly
- Corporate
- Other:

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What STYLE do you want to communicate? (check as many as apply)

- Serene, Spiritual, Powerful
- Hip, Funky
- Natural/Organic
- High Tech, Flashy
- Playful, Energetic
- Other:

Do you have a logo?

- Yes
- No

Do you have photos that you wish to use on the web site?

- Yes
- No

Content

Do you have an outline of the content for your site?

- Yes
- No

Is the content written?

- Yes
- No

If your site outline is done, how many sections do you have, and about how many pages in each section?

If you are selling products, how many will be on your site?

What keywords would someone type into a search engine to find you?

Functionality

What functions will you need on your web site? (check as many as apply)

- Mailing list for email newsletters
- Message board or forum
- Blog
- Contact, subscription, survey or feedback forms
- Shopping cart Merchant account
- Password protection for certain pages
- Music or Video
- Other:

Timeline / Domain Name & Hosting / Maintenance & Updating
When would you like your web site to be launched?

Have you registered a domain name?

- Yes
- No

If you have, what is it?

If not, we can register a name for you.

- Yes
- No

Have you decided on a hosting company?

- Yes
- No

If yes, what is the name and contact information?

Do you plan to maintain and update your own site?

- Yes
- No

Would you like us to do that for you?

- Yes
- No

Other Web Sites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.