

Website Design – “Look and Feel”

Client _____ Date ____/____/____ Initial _____

What branding rules do you currently have in place for your corporate image?

(This may include an official palette, rules for the display and placement of your logo, font and type requirements, guidelines for the use of artwork, etc)

What type font should we use?

- ☐ Times New Roman (serif)
- ☐ Verdana / Arial (sans-serif)
- ☐ _____

What font size should we use?

- ☐ Normal Standard (12pt)
- ☐ Larger (14pt)
- ☐ Smaller (10pt)

What colors should we use on your site?

A good way to describe the style of the site you are looking for, is to show us some sites you like.

These may be sites that have a “look” you like, or they may have features you like.

Please choose up to ten of the following words that best describe the desired “feel” of your site:

- | | | | |
|---------------------------------------|---|-------------------------------------|--|
| <input type="checkbox"/> classic | <input type="checkbox"/> traditional | <input type="checkbox"/> dependable | <input type="checkbox"/> futuristic |
| <input type="checkbox"/> cutting edge | <input type="checkbox"/> unique | <input type="checkbox"/> timeless | <input type="checkbox"/> nostalgic |
| <input type="checkbox"/> powerful | <input type="checkbox"/> natural/earthy | <input type="checkbox"/> trendy | <input type="checkbox"/> sophisticated |
| <input type="checkbox"/> energetic | <input type="checkbox"/> interactive | <input type="checkbox"/> subdued | <input type="checkbox"/> basic |
| <input type="checkbox"/> elegant | <input type="checkbox"/> youthful | <input type="checkbox"/> mature | <input type="checkbox"/> artsy |
| <input type="checkbox"/> playful | <input type="checkbox"/> friendly | <input type="checkbox"/> wholesome | <input type="checkbox"/> prestigious |
| <input type="checkbox"/> high tech | <input type="checkbox"/> rich | <input type="checkbox"/> grunge | <input type="checkbox"/> informative |

To use as a reference for the design, it may be useful to provide us with as many printed materials as possible. *(brochures, flyers, product / services literature, newsletters, etc.)*

- ☐ Client will provide graphics that need to be used on the website *(electronic format, professional quality)*
- ☐ Designer will propose graphics.

It may be required that licenses for the use of stock art are purchased separately. In such case, we will provide you with an overview of the costs. Your authorization is required prior to purchase of licensed art.

This is the first step in the development of a design for your website. To complete our work successfully, you may be asked additional questions. Please provide as much information as you may have available.

Website Design – Content Strategy

Client _____ Date ____/____/____ Initial _____

Contact Information *(to be used on the website)*

Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____

Which pages would you like to see on your website?

- | | | |
|---|---|--|
| <input type="checkbox"/> Company Information / About Us | <input type="checkbox"/> FAQ (Frequently Asked Questions) | <input type="checkbox"/> Directions |
| <input type="checkbox"/> Press Releases / News | <input type="checkbox"/> Newsletters | <input type="checkbox"/> Resources |
| <input type="checkbox"/> Management / Key Personnel / staff | <input type="checkbox"/> Forms (general feedback, contact forms) | <input type="checkbox"/> Disclaimer |
| <input type="checkbox"/> Company Profile | <input type="checkbox"/> List of Resellers / Distributors / Retailers | <input type="checkbox"/> Specials |
| <input type="checkbox"/> Awards / Professional Affiliations | <input type="checkbox"/> Customer Service Information | <input type="checkbox"/> Sitemap |
| <input type="checkbox"/> Usage Tips | <input type="checkbox"/> Training Resources | <input type="checkbox"/> Job Postings |
| <input type="checkbox"/> Product Updates | <input type="checkbox"/> Support Contact | <input type="checkbox"/> On-line Catalog |
| <input type="checkbox"/> Contact Information | <input type="checkbox"/> Links to other websites | |
| <input type="checkbox"/> Sales and marketing Information | <input type="checkbox"/> Product / Services Description | |
| <input type="checkbox"/> Sample or Examples | <input type="checkbox"/> Customer Testimonial or Quotes | |

Do you require a Content Management System?

(Content Management allows you to add News items, FAQs, Contacts, Links or Pages via a web-based interface.)

- | | | |
|---|---|--|
| <input type="checkbox"/> News System or Weblog ("Blog") | <input type="checkbox"/> Frequently Asked Questions | <input type="checkbox"/> Events Calendar |
| <input type="checkbox"/> Forum / Message Board | <input type="checkbox"/> Web Links w/Categories | <input type="checkbox"/> MLS or Property Mgt |
| <input type="checkbox"/> Online Editing of Site Pages & Content | <input type="checkbox"/> Banner Ads, Rotating Ads | <input type="checkbox"/> Photo/Video Gallery |

Additional Services

- ☐ Mailing Lists (for announcements or threaded discussions)
- ☐ Search Engine Optimization & automated search engine submissions
- ☐ Pay-per-Click sponsored links on Search Engines (Yahoo, MSN, Google, etc.)
- ☐ Privacy Policy (required for sites with user registration & data collection, such as Forums, E-Commerce, etc.)
- ☐ Secure Certificate (required for E-Commerce and other sites that require financial data collection)

What is the scope of this project?

- ☐ Our website will be a new website
- ☐ Our website will be a reworking of our existing website

What is your content strategy? *What do you want to achieve with your website?*

(What types of visitors do you want to attract? What are your goals for each type of visitor? What products/services are involved? What are your goals for these products/services?)

Are there any other special features?

(e.g., downloads, database-driven web pages, e-commerce, catalog, web-enabled applications such as CRM, etc.)