

Big Picture View of Your New Website

Purpose of Website:

Target Audience:

Goals: What will your target audience **DO** as a result of visiting the site?
(max 3 goals.)

Selling Point: What makes your site / your organization unique?

Look & Feel: What's the style & personality of the site?

Content: What needs to be included in the site?

Details, Details, Details

Company/Organization Name: _____

Address: _____
city state zip

Primary Contact Person Name: _____ Title: _____

Email: _____ Phone #(s): _____

Do you need a domain name and/or hosting? _____
Don't worry if you don't know what these are. I'll help you out. That's my job!

When will we launch your new website?

- Within 3 months (I have all of my content ready to go. Copy written, images ready, etc...)
- 3–6 months (I'm working on my content and it will be ready soon.)
- 6 or more months (Content? What content?)

Do you have a specific date in mind?

Other Sites

Tell me about some other websites you like. Include your competitor sites (even if you don't like them.)

What's your Budget?

- \$500–\$1200
- \$1200–\$2500
- \$2500–\$5000
- \$5000–\$10,000
- over \$10,000

Anything else?

Search Engine Optimization

What words/phrases do you think people will use to find you through search engines such as Google?