WEB PROJECT
Request Form

Your Company Name: _____

Good design is a solution to a problem. In order to design an effective solution, we must ask the following questions which will allow us to:
- better understand your business / target audience
- gather important project specifications and details
- generate an accurate quote / proposal according to your needs
- create a memorable website that exceeds expectations and stays true to your business's core principles and vision

Background Information

Nature of work to be completed:

What does your business do?

Who are your main competitors?

What do you want your new site to accomplish? (What is the primary goal for the site? Get more inbound leads / quote requests / phone inquiries? Increase brand awareness? Educate your audience? Encourage sales? Collect email addresses to build a list? Encourage on-site or social media interaction, etc.? Name the 3 things that are most important in the design of your new website. Name 3 least important.)

Describe your target audience. (*If applicable:* Age Range, Gender, Location (local, regional, national, urban, suburban, rural), Marital/Family Status, Income Level, Education Level, Occupation.)

What makes your product/service unique? (Why should people do business with you rather than your competitors? Are you the cheapest? Great customer service? Amazing guarantee or returns policy? Exclusive supplier? Best quality? Fast/free delivery? Unique add-on packages?)

* Can you provide examples of sites you like? (Or what sites don't you like and why? What about those websites would you like to be incorporated into your site?)

Is this an entirely new website, or a redesign of a preexisting site?
(What do you like most about your current site? Do you have full access to your current site? Is there any functionality or options on your current website that you plan to keep? Are there any other contractors involved in this project?)

What are your top frustrations with your current website?

* List words that describe your idea, service or product:

Scope of Work

Do you have a logo or will professional logo design be included in scope of work? (If you already have a logo, can you provide the original artwork files? Do you have a tagline?)

Do you have the written content for the site or will professional content writing be required?

       Yes, we will provide all written content.

       No, we are interested in Professional Content Writing Services.

Where is your website hosted? (Does your current web host meet all your website's needs (space, bandwidth, databases, etc.)? Do you plan on or need to move to a new host provider? Do you need help finding the right web host?)

Do you already have a URL? (If not, do you need help selecting and registering a good URL?)

       Yes, it has been provided below.

       No, we would like help.

Do you have a style/branding guide already in place? (If not, do you have preselected company colors? Are there any other previously existing materials the site must match (brochures, press materials, etc.)? If so, please attach materials/samples in email.)

* Are you in need of additional print design/materials to help advertise your new site? (Business Cards, Flyer's, Billboard Design, etc.)

      Yes

Do you have a basic sitemap already created for the new site or will this be included in scope of work?

      Yes, we will provide site architecture.

      No, to be included in scope of work.

How many pages will the finished website be (estimated)?

* Will there be any cross promotion of content within the site?
(Please provide details on content cross promotion)

Do you or your team need training on making website updates, content publishing guidelines, etc. on the Wordpress platform?

      Yes.

      No.

Will you be looking for keyword optimization beyond the design/development scope? (Do you have a Google Analytics account? Can you provide us access?)

Specifications

How soon are you looking to begin project? _____

Requested Project Completion Date: _____

Project Completion Deadline: _____

Can you provide name, title and email of person(s) we will be collaborating with on your end in the development of this site?

* Office Location:

_____

* Deliver Physical Print Materials to:

_____

What is your Budget?

_____

Requested Intellectual Property Rights:

Do you have any specific photos you plan to use? (Do you have full rights to those files? Can you provide hi-res files to us?)

Will video or audio creation be a part of the new website? (Please be advised, we do not provide professional video or audio services in-house at this time, thus, outsourcing may occur should this become a part of the scope of work.)

What additional features will your website need?

Ecommerce	Pop-ups	Photo Gallery
On-site Video Player	On-site Audio Player	Optimized for Mobile
Commenting	Forms	Blog
Google Map	RSS Feed	

Can STOCK IMAGERY be used?

      Yes.

      No.

Do you have any questions?

This project is to be billed under: _____

* Asterisk indicates questions that are optional or if applicable.

Please be sure to attach or share any relevant text documents, images, assets/materials, research about your business, market sector, competition or any other information you want us to know in the email.

Office Use Only

Project Tracking Number:

_____

Date Due:

_____

Assigned Artists/Developers:

_____