Allen & Goel
Marketing Company
677 West DeKalb Pike
King of Prussia, PA 19406
Phone: 800-923-8878

"Your Marketing, Sales and Design Partner"
www.allengoel.com

Company Name: _____ **Date:** _____

Objectives and Goals

➢ *What are the objectives or goals you wish to have achieved as a result of your website?*

Favorite Websites

➢ *Please list 3 or 4 websites that resemble your idea of a good website, so that we will be able to get a better idea of what you have in mind.*

Website:	Reasons:
1)	
2)	
3)	
4)	

Website Name (Domain Name)

➢ *Please list your choices for the name of your website.*

1) _____

2) _____

3) _____

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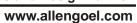
Preference of Navigation

➢ *Where do you prefer your navigation bar to appear? Please circle.*

LEFT SIDE   RIGHT SIDE   BOTTOM   TOP   OTHER

Style of Website
Please Circle

➢ *Are there any particular colors or color schemes that you prefer? If yes, please list.*

_____   **YES   NO**

➢ *Are there any particular fonts that you prefer? If yes, please list.*

_____   **YES   NO**

Logos and Graphics
Please Circle

➢ *Does your company have a logo that can be provided?*   **YES   NO**

➢ *Does your company have any special graphics that can be provided?*   **YES   NO**

Photos
Please Circle

➢ *Do you wish to have photos on the website?*   **YES   NO**

➢ *Can these photos be provided?*   **YES   NO**

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Website Outline / Navigation Structure

- *Please fill in the categories you wish to have on your website and circle yes or no if the content can be provided.*

Category:	Content Provided:
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO
➢	YES NO

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Mission Statement / Slogan	*Please Circle*

➢ *Does your company have a particular mission statement or slogan you wish to have on the website? If yes, please write on line below.*

"
_____

_____

" _____

YES   NO

Search Terms and Keywords

➢ *What terms or keywords would be relevant to someone searching for your company on the internet?*

1) _____   6) _____

2) _____   7) _____

3) _____   8) _____

4) _____   9) _____

5) _____   10) _____