



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) \_\_\_\_\_



|  |                                 |
|--|---------------------------------|
|  | <b>Preference of Navigation</b> |
|--|---------------------------------|

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

**LEFT SIDE      RIGHT SIDE      BOTTOM      TOP      OTHER**

|  |                         |                      |
|--|-------------------------|----------------------|
|  | <b>Style of Website</b> | <i>Please Circle</i> |
|--|-------------------------|----------------------|

➤ *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**

|  |                           |                      |
|--|---------------------------|----------------------|
|  | <b>Logos and Graphics</b> | <i>Please Circle</i> |
|--|---------------------------|----------------------|

➤ *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**

|  |               |                      |
|--|---------------|----------------------|
|  | <b>Photos</b> | <i>Please Circle</i> |
|--|---------------|----------------------|

➤ *Do you wish to have photos on the website?*

**YES      NO**

➤ *Can these photos be provided?*

**YES      NO**



**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 |



**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) \_\_\_\_\_