

Basic Information

NAP: (Name, Address, Phone)

Having this handy and using it the exact same way every single time you type it anywhere online is a GREAT habit. Everywhere your company name is listed is called a "Citation" and they are a ranking factor for local SEO. Learn more about citations: <https://moz.com/learn/seo/local-citations>

Company Name - *The exact name of the company. Ex.: My Fancy Company, LLC*

Tagline(s)

Address + Postal Code - *Full address*

Phone Number(s) _____

Email Address - *should be something like info@ or hello@* _____

Hours of Operation

Payment forms accepted _____

What does the company do? (2 paragraph description of the company)

List of Services or Products? _____

Company owner or CEO: _____

Website Assets

Do you have a URL for your business? _____

Do you have hosting for the website? _____

What's your deadline for this project? _____

What's your available budget for the website project? _____

Objectives

I want this site because:

- I need to build awareness for my brand
- I need to offer a contact point for my clients
- I need my company to have a better image online
- I need to sell my product or service through my site
- I need to accept bookings or appointments online
- I need it to build customer loyalty
- I need to reach people in many languages
- I need somewhere to promote my latest product / service
- Other

My clients come to me because:

- I offer excellent service
- I have the best products on the market
- I have the best prices on the market
- Other

Demographics

My site will be built to target (age)

- Kids and teens
- In their 20s
- In their 30s
- In their 40s
- In their 50
- Senior citizens

My site will be built to target (gender)

- Males
- Females

My site will be built to target (income), expand as necessary

- Kids
- Students
- Not employed
- Employed
- Affluent

My site will be built to target (education), expand as necessary

- Completed secondary or upper-secondary
- Post-secondary
- Tertiary education

My site will be built to target (geography)

- Local (town / city)
- National (Country)
- International

My site will be built to target people with a specific occupation.

Expand as necessary and describe any other visitor demographics you wish to target

What search words or phrases do you want to be found for in Google?

Try to target 20 keywords or key phrases starting with your company name, industry, products/services.

Design

Is this a new website or a website redesign? _____

Standard Features Included in Every Website:

- ✓ Responsive design for use of desktops, tablets, and mobile
- ✓ A WordPress based CMS
- ✓ A blog
- ✓ Social network integration
- ✓ Contact/Registration Form
- ✓ Video Streaming (Via YouTube or Vimeo for SEO reasons)
- ✓ Search Functionality
- ✓ Multi-column layout
- ✓ Newsletter / email sign-up forms with appropriate calls to action
- ✓ Information / request forms
- ✓ Image gallery
- ✓ Image slider

New Website Needs to Include:

- An Online Magazine
- An Online forum
- A newsletter or email list system
- An intranet system
- Separate, dedicated landing / sales pages, or microsites
- Front-end Uploads / Downloads
- Customer Login / Member Area
- An Online Store / Shopping Cart
- Online Payment Gateway
- Shipping Integration
- Chat Feature
- CRM Integration
- Other Features

Who will be providing these resources?

- Stock Photography & Stock Art
- Company Photography or Custom/Professional Photography
- Custom Artwork / Illustrations
- Translation (including any costs)
- Copywriting Texts
- Professional Logo
- Graphic Design
- Other Print Collateral
- Meta Tags / Descriptions
- Other Media

Do branding guidelines exist for your company?

This would be a document detailing fonts, colors, and various usage guidelines for the logo.