

## Basic Information

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**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*

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**Tagline(s)**

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**Address + Postal Code** - *Full address*

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**Phone Number(s)** \_\_\_\_\_

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

**Hours of Operation**

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**Payment forms accepted** \_\_\_\_\_

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

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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

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## 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*

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## 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.*

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**What is your unique selling proposition?**

*What makes you unique, stand out from your competition, etc.*

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**Do you have results, case studies, testimonials, test results, etc. that show your superiority?**

*Basically, what proof do you have.*

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# Design

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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.*