

TELL US ABOUT YOUR PROJECT

WEB
1

COMPANY INFORMATION

Company/Organization Name

Number of Years in Business?

Current/Intended Web URL

Describe Your Company in One Short Paragraph

Describe the concept, product or service this site is intended to provide or promote.

What are the key selling points of your organization?

Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

Who are your competitors?

STRATEGIC VISUAL COMMUNICATION

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FAX909.591.6405
909.591.6405WEB
EMAILcentralcreative.com
hm@centralcreative.com

SUITE 110

11800 central avenue
chino, california 91710

WEB
2

SITE INFORMATION

Who is the site for?

Describe your target audience. Who will visit the site.

What are visitors trying to achieve when they visit the site?

What do you want visitors to achieve when they visit the site?

How frequently do you expect the same people to use the site?

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DESIGN INFORMATION

If you have a current website, what would you list as the major downfalls of your current web design/structure??

Poor Design? Broken Links? Confusing Layouts?

What specific areas of your current site do you feel are successful? Why are they successful?

How important is it to maintain your current look and feel, logo, and branding??

What sort of image would you like the site to reflect?

Clean and professional? Funky? Or classic?

Are there any websites that you like the look or feel of and feel that a similar design, layout would benefit your business?

Will you be able to provide logo files, pictures and graphics?

Do you have an idea for the pages needed in the site?

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PROJECT GOALS & OBJECTIVES

What are your main reasons for commissioning a new site?
(new business model, outdated site, expanded services, different audience)???

What are your primary online business objectives for the website?
What are your secondary objectives?

How will you measure the success of your new site?

PROJECT MANAGEMENT

When do you want work to start on the site?

When do you plan to launch the new site? Has a date been earmarked for a specific reason?

What have you budgeted for the site?

Please answer this question as accurately and honestly as possible. Providing us with an honest budget will help determine what we can and cannot accomplish to meet your website launch date and also what features can be built into the site.

- \$5,000 - \$10,000
- \$10,000 - \$15,000
- \$15,000 - \$20,000
- \$20,000 - \$25,000
- \$25,000+

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