

Website Project Assessment Form

Date

Contact Name

Phone

Email

Street Address

Company Name

What is your website budget?

\$1200 - over

\$2000 - over

It doesn't matter

Do you already have a web host?

Yes

No

I don't know

Do you already have a domain name?

Yes

No

I don't know

If, yes, what is your domain name?

List (3) websites in your field that you like and why:

1).

2).

3).

What are the most important things for this website project? (*most to least importance*)

What are the goals for this website project? (*most to least importance*)

Do you have any color preferences or existing brand colors that you would like to use?

List (3) keywords that would describe the overall feel of the website.

Briefly, describe your product(s) or service(s):

Please, list the pages that you will need for your website:

- | | | |
|-----|------|------|
| 1). | 6). | 11). |
| 2). | 7). | 12). |
| 3). | 8). | 13). |
| 4). | 9). | 14). |
| 5). | 10). | 15). |

Will your website have photos?

Yes

No

I don't know

Approximately, how many photos do you have?

1 - 10

10 - 50

50 - 100

100 - over

Are your photos web-ready? Have their dimensions and file sizes been reduced for faster web page loading?

Yes

No

I don't know

Has all of the verbiage been written for the website, yet?

Yes

No

Some

Who is your target audience? (ie. age, gender, income, education level, interests, and etc.)

Have you considered SEO (*Search Engine Optimization*)?

Yes

No

I don't know what that is

How often will you be updating your website?

Have you appointed a person to update your website on a regular basis?

Additional information:

* Don't forget to click **SAVE** to save your information.