



Client Worksheet

Business Name _____

Address _____

Phone # _____

Fax # _____

Email _____

Existing Company website _____

Describe your company. This paragraph is what will be used to describe your site to search engines to make it short and specific utilizing keywords that you think will most effectively market your business. _____

List approximately 15 keywords or key phrases to describe your business (ie Custom Home Builder in Richmond, Richmond Real Estate Agent, Jewelry Designer Richmond, etc.)

Describe your ideal customer _____

Describe your competition _____

How do you differ from the Competition? _____

Are there other websites that you would like to use as a reference?

Approximate Project Budget (Please do not leave blank).

___ \$2000-\$2500 ___ \$2500-\$3000 ___ \$3000-\$3500 ___ \$3500-\$4000 ___ \$4000+

Ideal Date of Completion _____

Will you be selling products? _____ **If yes, how approx how many?** _____

Do you want to manage the site yourself? Yes ___ No ___

Do you need hosting provided? (where your site is stored online) Yes ___ No ___

If no please provide contact information of who setup the hosting or if you set it up fill in from Host Company down so we can gain access.

Contact Name _____

Contact Phone # _____

Contact Email _____

Host Company _____

Host FTP Address _____

Hosting Login Name _____

Hosting Password _____

Do you need a domain name? (www.xyz.com) Yes ___ No ___

If yes please provide your top three choices in order and I will purchase the first one available.

If no please provide contact information of who registered the domain or if it's you fill in Domain Login and Password.

Contact Name _____

Contact Phone # _____

Contact Email _____

Domain Login _____

Domain Password _____

Do you need a logo designed? Yes _____ No _____

If no, please provide the original work files in their editable format. (.eps, .psd, .ai)

If yes, please answer the following:

Number of options you require _____

What should the logo say about the company _____

Are there specific icons or images you wish to show in your logo? _____

In general what logos appeal to you and why? _____

Colors Preferred _____

Will you be requiring stationery design? e.g. business cards, letterheads _____

Please provide a site map of the desired website structure

The site map should be a top down view of the page layout. Main pages, then sub pages of each main page ect. Then briefly describe what each page will do and the content that will be required. You can sketch this out on the back of this page or add another page.

Other items needed to start project.

All full description of your company such as a about us, mission statement, objectives, bio, etc

All page names, titles and a brief description (160 characters or less including spaces and punctuation) of that page should be provided.

All images you want on the site should be mailed on a CD or uploaded to your server (once setup). Images should be labeled properly and put in folders for the desired pages.

Services

Below is a list of services you should consider for your website. Please place a mark next to each item you wish to have included in the proposal.

_____ **Blog** – Blogging is a very useful tool to get more traffic to your site. The more active a site is the more frequently search engines visit your site. Designing the blog to be part of your domain name will greatly help the recognition of your site.

_____ **Custom Error Page(s)** – These pages are created for when a potential visitor enters your site and hits a page that no longer exists or if they are navigating to a specific page on your website and make a typo. This way you don't lose that potential visitor.

_____ **Contact Form** – A contact form ensures your visitor has a means to communicate with you. Instead of just providing an email link a custom form is designed with the fields you need your visitor to fill out. This ensures that even when they are not on their computer you will be able to receive feedback.

_____ **Domain Name** - We will purchase the domain name (www.xyz.com, if necessary) of your choosing for the number of years you decide. Having the right name can make a big difference so this is an important decision.

_____ **E-Commerce** - If your site requires products to be sold a solution will be offered to meet those requirements via PayPal or other 3rd party software.

_____ **Email Marketing** – Do you need to grow your client base and think that email marketing is the way to achieve that? Products like Constant Contact allow you to deliver custom emails to blast out to your customers.

_____ **Embed Google Map & Calendar** – Adds interactive functionality (if requested)

_____ **Flash** – Utilizing flash animation can be an effective way to capture your visitor's attention. Photo slideshows, music, animated navigation, ect. can go a long way to capturing your audience.

_____ **Google Adwords** – Adwords is a powerful way to market directly to your target audience with pay per client advertising. These are the ads you see on the right side of Google.

_____ **Google Analytics** – Additional stat tracking that goes above and beyond most hosting services stat package.

_____ **Hosting** – This is space on a server that your website will reside. We will set this up for you and manage it for the duration of our relationship.

_____ **Image Resizing** – If you have images you want added to your website please provide them and we will resize them accordingly to fit within the website.

_____ **Logo Design, Letterheads, and Business Cards** – If necessary a custom logo or brand identity can be created for your business.

_____ **Photography** – Having beautiful photographs on your website will go a long way. A professional photographer will come take photos of whatever you require. This is well

worth the cost and not something to overlook. We are well versed in Arial, Wide Angle, 360, Food and Space shots.

_____ **Search Engine Optimization (SEO)** – This is probably one of the most important aspects of a website. If your site isn't ranked well on Google, Yahoo or Bing chances are you're only going to reach customers who know your domain name, see it in an advertisement or hear it on the radio. Organic search results are very important in driving traffic to your site. We offer a monthly service and analyze the traffic to your site and make necessary improvements to drive more traffic your way.

_____ **Social Networking** – With the popularity of Facebook and Twitter becoming more and more mainstream we will create accounts customized to fit your business. Proper instructions will be provided in order to administer the sites and drive traffic to your website.