

miscellanea arts web design

website + blog design • maintenance • seo • analytics

your details

Company name: _____

Brief summary of your business: _____

Have you registered a domain name yet? If so, what name? _____

Do you require web hosting? _____

Project contact person: NAME _____

PHONE _____

EMAIL _____

OTHER INFO _____

project details

Project description: New site Redesign of existing site Blog

What is the primary purpose of this web site?

What goals should the website achieve for you?

miscellanea arts web design

website + blog design • maintenance • seo • analytics

Who is the audience/market for this site (include age, gender, interests, region)?

How tech-savvy is your intended audience/market?

What will your audience want to do when they arrive on your site?

When must this project be live?

How many pages do you estimate will be in your site?

- | | | |
|--------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> single page | <input type="checkbox"/> 6 – 9 | <input type="checkbox"/> 40 – 79 |
| <input type="checkbox"/> 2 – 5 | <input type="checkbox"/> 10 – 19 | <input type="checkbox"/> 80+ |
| | <input type="checkbox"/> 20 – 39 | |

content is king

What are the main categories/sections/pages for your site?

- | | |
|--|---|
| <input type="checkbox"/> About us | <input type="checkbox"/> Directions/hours of business |
| <input type="checkbox"/> Mission | <input type="checkbox"/> Contact page |
| <input type="checkbox"/> Services/programs | <input type="checkbox"/> FAQ |
| <input type="checkbox"/> Products | <input type="checkbox"/> Site policies/privacy/terms of service |
| <input type="checkbox"/> News section | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Resources/downloads | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Get involved/join | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Quotes/testimonials | <input type="checkbox"/> Other: |

What info should be universal across the site appearing on every page (eg, in the header, footer, or sidebar)?

miscellanea arts web design

website + blog design • maintenance • seo • analytics

Site keywords (eg, what search terms would someone enter to find your site?):

Is there any specific functionality you want as part of your web site?

- | | |
|---|---|
| <input type="checkbox"/> RSS feed | <input type="checkbox"/> Sign-up form |
| <input type="checkbox"/> Site search | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Site map | <input type="checkbox"/> Quizzes/polls |
| <input type="checkbox"/> Email addresses (eg,
myname@mydomain.com) | <input type="checkbox"/> Discussion board/forum |
| <input type="checkbox"/> Photo gallery | <input type="checkbox"/> Printer-friendly pages |
| <input type="checkbox"/> Slideshow of images | <input type="checkbox"/> Multimedia (audio, video, podcast, etc.) |
| <input type="checkbox"/> Online store/shopping cart | <input type="checkbox"/> Password-protected areas |
| <input type="checkbox"/> Event calendar | <input type="checkbox"/> Guestbook |
| | <input type="checkbox"/> Comments on pages/articles |

Do you intend to update your site regularly? Which parts or pages? How often?

Do you have a need for someone outside your company to perform ongoing site maintenance and updates?

the look + feel

Artwork/Photos:

- Client to provide New art required

miscellanea arts web design

website + blog design • maintenance • seo • analytics

These colors must be used in the site (if related to your logo or existing artwork,
please include a sample): _____

Your site's style:

- Traditional
- Contemporary
- Corporate
- Cutting Edge
- Handmade
- Other:

Competitor web sites (including likes and dislikes): _____

Site designs you **like** (and what specifically and why!): _____

Site designs you **hate** (and what specifically and why!): _____

