

Name

E-Mail

Company

Website

Phone

Please answer the following questions.

**1. What are your general or specific website goals?**

**2. What do you like/dislike about your current site?**

**3. What is the core messaging you'd like your website to portray?**

**4. Please identify your target audience/market(s) and segments.**

**5. What are some specific market drivers for each of audience? What are they looking for exactly?**

6. Is your audience/target market local, regional, national, multi-national or global?

7. What do we want the visitor to learn...and what is the call-to-action?

8. What are the primary reasons your audience is visiting your site?

9. What are the 10 most important or interesting things you feel you customers should know about your company/organization?

10. Is there an existing branding that we will be integrating into the site?

11. Please list some direct and indirect competitors and their web addresses. What designs, features or messaging do you like on these sites?

12. What technical functions does your Web site need to have?

13. If this is a site update/redesign - how would you better organize the pages & sections in the navigation?

14. Please provide a complete site map/outline of pages that you will require.

15. Please provide a complete list of keywords and phrases that you have identified as important for driving people to your site. This is helpful for SEO.

16. Will you be providing content (page copy & photos) or would you like us to collect the existing content?

Additional comments, not mentioned above...

Thank you for filling out this form as completely as possible!