

COMPANY / ORGANIZATION DETAILS

- 1) Name of Company/Organization:
- 2) Company tag line or slogan:
- 3) Do you have a company logo? (if yes, please send):
- 4) Do you have a corporate visual identity (a customized logo and colour scheme carried out throughout your office, stationery, business cards, etc.)?:
- 5) What is the nature of your business? Briefly describe your products or services:
- 6) Who is your target market? Who are you hoping to reach with your website?:

WEBSITE DETAILS

- 7) Do you have an existing website? If so, what is the URL?:
- 8) **IMPORTANT** – Please list at least 3 website addresses (i.e. www.website.com) of high quality sites that you like the look of (these do not have to be of similar businesses to yours, this just aids us in determining what your design style preference is). Please consider layout, colours, navigation, graphics and typography.:
- 9) What colours or colour schemes do you like or dislike?:
- 10) List the navigation tabs/links (e.g., Home, Services, Contact Us, Gallery) for your site:
- 11) What type of look are you trying to achieve? (e.g. clean, high-tech, conservative, warm, flashy, organic, spiritual, etc...):

- 12) Please provide the addresses of at least 3 competitors' websites.:
- 13) Do you have any images for use in the design of your site? If not, do you have images (scanned or otherwise), or can you offer suggestions of what type of imagery you feel would be most suitable for you website?:

BUDGET

- 14) What is your budget for this project? (This way we will present the options that are suitable within the available budget):
- \$1,000.00 or less
 - \$1,000.00 – \$2,500.00
 - \$2,500.00 – \$5,000.00
 - \$5,000.00 – \$10,000.00
 - \$10,000.00 – \$15,000.00
 - over \$15,000.00

Alternatively, you can just specify an amount: _____

TIMELINE

- 15) What is the timeline (desired deadline) for your website?:
- 16) Do you wish to be able to easily update the website yourself?:
- 17) Do you have a web hosting account? If so, who with?:
- 18) Are there any other comments/specific ideas we should keep in mind or be aware of?:

This is all we need in order to provide you with a more accurate quote for services. Please keep in mind that the more information you provide upfront, the less Q & A is required, the

more accurate the estimate and the smoother your project will go.