Project Questions

To help get us started developing some initial design concepts for your new website, please answer any of the following basic questions that may apply to your situation or project. If you don't know how to answer you can skip the question.

You can submit your responses to us by entering them directly in the form. Or you can send your answers in a separate email, or even call us at 303-331-1044 and tell us the answers if you prefer.

Project Contact

Please provide information for the primary point of contact for your project:

1. **Name**

   _____

2. **Email address**

   _____

3. **Phone**

   _____

Billing Information

Please provide details for invoices to be sent by email.

4. **Company Name**

   _____

5. **Billing Contact (full name)**

   _____

6. **Billing Email**

   _____

7. **Billing Address**

   _____

   _____

   _____

   _____

8. **Billing Phone**

Project Overview

9. **Please provide a brief description of your business or mission.**

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_____

_____

_____

10. **Please provide a brief description of your competitive advantage or what makes you different than your competitors.**

_____

_____

_____

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_____

11. **What is your objective for this project? What do you hope will be accomplished?**

_____

_____

_____

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_____

12. **How will you measure the success of this project?**

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13. **What is your target audience?Who is your typical customer? What type of person do you want to visit your site?**

_____

_____

_____

_____

_____

14. **Why will your target audience engage with you?**

_____

_____

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_____

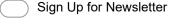# Tell us about your website

15. **What is your Website address?**
If you do not have a Website address yet please enter your business name.

_____

16. **List some website addresses of your primary competitors.**

_____

_____

_____

_____

_____

17. **What actions do you want a visitor to your site to perform?**
Mark only one oval.

◯ Purchase Products

◯ Sign Up for Newsletter

◯ Ask a question

◯ Read your blog

◯ Contact you

◯ Leave a comment

◯ Other: _____

Design Direction

18. **Do you have a color scheme defined?**
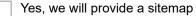Do you have a preference for colors for your organization or website?

_____

19. **Do you have a logo?**

If yes please email the logo to us here: info@webworkzdigital.com
Check all that apply.

☐ No

☐ Yes

20. **Do you have a brochure or other design materials already created?**

Please send all marketing materials to info@webworkzdigital.com
Check all that apply.

☐ No

☐ Yes

21. **Provide some examples of websites you like. Tell us what you like about them.**

_____

_____

_____

_____

_____

22. **Provide some examples of websites you do NOT like. Tell us what you do NOT like about them.**

_____

_____

_____

_____

_____

23. **Do you have, or will you have, a site map or page outline? Or will you need our assistance creating this?**

Check all that apply.

☐ Yes, we will provide a sitemap

☐ No, we will need assistance creating a sitemap

24. **What functionality do you want to make sure is included in your new site?**
    Check all that apply
    Mark only one oval.

    ◯ Newsletter Signup

    ◯ Blog

    ◯ Latest News Updates

    ◯ Image Gallery/Slideshow

    ◯ Video

    ◯ Product catalogue

    ◯ Product purchase

    ◯ Forum

    ◯ FAQ

25. **Of the functionality that you identified in the questions above, which is the most important?**
    Check all that apply
    Mark only one oval.

    ◯ Newsletter Signup

    ◯ Blog

    ◯ Latest News Updates

    ◯ Image Gallery/Slideshow

    ◯ Video

    ◯ Product catalogue

    ◯ Product purchase

    ◯ Forum

    ◯ FAQ

26. **Which of these action(s) do you MOST want a visitor to perform?**
    Mark only one oval.

    ◯ Fill out a contact form

    ◯ Call on phone

    ◯ Sign up for email newsletter

    ◯ Leave a comment

    ◯ Social Media Share

    ◯ Make a pruchase

27. **Additional notes and design direction:**

Please provide any additional comments or specifications you want to be considered in the intitial design phase of your project.

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