



## Web Site Admin

1. Do you have a domain (.com)?
  - a. If, not what are your website name choices:
2. Have you signed up for web-hosting?
3. Who is your current web-administrator?
4. Are they aware you are making changes to your web-site?

## About You

5. How do you describe your organization/business in one sentence?
6. What three words describe your organization/business?
7. What makes you unique?

## Audience/Market

8. How do you describe your primary site audience?
9. What is the primary purpose of the site? What's the secondary purpose?
10. If a visitor spends 2 minutes on your site, what three things do you want them to know?

## Competition

11. Who are your major competitors?

## Content

12. Does your company have a logo?
13. Has any/all of the content been written?
14. Do you have media?
  - a. Photos?
  - b. Videos?
15. Are there any useful links?



## Design

16. What sites do you like?
17. What sites do you dislike?
18. Are there specific site features you would like to see included?
19. What do you find most annoying about using websites in general?
20. Are there any colors or features that should you prefer?
  - a. Or to be avoided?
21. What typography is best?
  
22. Define the 3-5 top level pages for your website.

## Services

23. Will your site need a way to contact you via a web form?
24. Will you need to update the content of the site?

## Service Checklist

25. Who is the single, primary point of contact for this project?
26. When would you like this project to go live?
27. What is your budget?
  
28. Is there anything else you would like to communicate to me?