*Thank you for your consideration. This document will help to clarify the objectives and scope so we can provide an accurate estimate for your project.*

## General Info

**Your name:**

**Your organization:**

**Your phone #:**

Q: Please describe your organization, product(s) and/or service(s).

A:

## Objectives

Q: What is the primary purpose of the website?

A:

Q: Who are your primary audiences?

A:

Q: What is the primary action of each audience on the new site?

A:

Q: How will you measure success of this project?

A:

## Current Site

*(Skip this section if you do not have a current site.)*

Q: What is the site's address (URL)?

A:

Q: What is *most* successful about this site?

A:

Q: What is *least* successful about this site?

A:

Q: What is the *primary* reason you are choosing to redo your website at this time?

A:

## Traffic:

*(Skip this section if you do not have a current site.)*

Q: How do people find out about your site now?

A:

Q: How will you drive traffic to the new site?

A:

Q: How important is SEO (search engine optimization) to your site's success?

A:

## Scope

Q: How many pages do you expect your new site will contain?

A:

Q: Other than a contact form and basic search, what other features or functionality will your site need? *e.g.: ecommerce, photo gallery, blog or news section, social media intsegration, etc.*

A:

Q: Will all of the information on the site be public? Or will some of the content require security? *e.g.: financial transactions, internal communications, etc.*

A:

## Content & Images:

Q: Will you be providing all written content in electronic format? Or will you need any new content to be written/edited?

A:

Q: Will you provide any photos or images?

A:

Q: Will you need any new illustrations or graphics?

A:

## Design

Q: Will you be providing any brand guidelines for design direction? Or will the design be totally new?

A:

Q; Please provide 1-3 example sites that demonstrate the *functionality and/or scope* of your new site. Please note any specific features you particularly like.

1.

2.

3.

Q; Please provide 1-3 example sites to demonstrate how you may want your new site to look or feel? Please note any specific features you particularly like.

1.

2.

3.

Q: Choose three adjectives to describe your new site's look and feel. *e.g.: "clean, bright, and friendly" or  "cutting-edge, minimal, and unique"*.

1.

2.

3.

## Technical

Q: Do you currently have a web hosting account?

A:

Q: Have you previously worked within a CMS (content management system) like WordPress, Joomla, or Drupal?

A:

Q: Does your site need to link to any existing software, CRM, database, etc?

## Timeframe

Q: When do you expect to begin your project?

A:

Q: When do you need the project to be completed?

A:

Q: What is the basis for this timeframe? *e.g.: Tradeshow coming up, product release date, etc.*

## Budget

Q: What is your expected budget range for this project? *e.g.: 2-5k, 5-10k, etc.*

A:

Q: What is the basis for this range? *e.g.: Previous website project, annual marketing budget, etc.*

A:

## Other

Q: Will you need a logo or other identity materials (business cards, letterhead)?

A:

Q: Will you need any supplementary materials? *e.g.: brochure, direct mail piece, tradeshow booth, etc*

A:

Q: Are there any other details or factors to consider for this project?

A:

## Next Steps

Please return the completed Q&A to [*katie@birdbrookdesign.com*](mailto:katie@birdbrookdesign.com).

I will review the details and may contact you with any follow-up questions necessary to complete an accurate estimate for your project.

**Thank you!**