



Heidi DeYoung
926 Fairmount Street, Grand Rapids, MI 49506
p:231.349.4260 e: heidi@studiobindigraphics.com
w: www.studiobindigraphics.com

MARKETING & GRAPHIC DESIGN

Company Name:

Current web address:

GOALS

What is the purpose of your web site? What do you intend to accomplish with it?

Do you want people to:

- | | |
|--|--|
| <input type="checkbox"/> Learn more about your business or organization? | <input type="checkbox"/> Communicate with you? |
| <input type="checkbox"/> Hire you to perform a service? | <input type="checkbox"/> Become part of an online community? |
| <input type="checkbox"/> Buy products from you? | <input type="checkbox"/> OTHER: |
| <input type="checkbox"/> Join your organization? | |

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want?

- | | |
|--|--|
| <input type="checkbox"/> Information about a topic | <input type="checkbox"/> To comparison shop or buy a product |
| <input type="checkbox"/> Information about your products, services or organization | <input type="checkbox"/> To connect with other of similar interest |
| <input type="checkbox"/> To be entertained | <input type="checkbox"/> OTHER: |

Image, Style & Content

The visual metaphors, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

What style and feel do you want to project, specific graphics, colors,?

Do you have an outline of the content for your site?

Is the content written is it in electronic form?

Do you need help in developing, writing and/or editing the content for your web site?

If your site outline is done, how many sections do you have, and about how many pages in each section?

How many pages do you estimate your site to be?

What are the major sections you want to use on your website?

If you are selling products, how many will be on your site?

What keywords would someone type into a search engine to find you?

Do you want flash elements added to the website?

Do you have photography that you wish to use on the web site?

Functionality

What special functions will you need for your web site?

- | | |
|--|--|
| <input type="checkbox"/> Mailing list for email newsletters | <input type="checkbox"/> Shopping cart for Merchant account |
| <input type="checkbox"/> Mailing list for discussion group | <input type="checkbox"/> Password protection for certain pages |
| <input type="checkbox"/> Message board group | <input type="checkbox"/> Site engine search |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Music clips or video clips |
| <input type="checkbox"/> Contact, subscription, survey or feedback forms | |

Promotion

Do you have a marketing/promotion plan for your new web site launch?

Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your web site to be launched?

Do you plan to maintain the computer server for your Web site in-house? Will you contract for an Internet Service Provider (ISP) to host your site and make updates?

Do you plan to maintain and update your own site and how often will you want your website updated?

Other Web Sites

List a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.