



**SAVVY
SITES**

*Specializing in web site design,
multimedia and e-marketing*

CLIENT WEB WORKSHEET

COMPANY NAME:
CONTACT NAME:
PHONE:
EMAIL:
REFERRED BY:

DATE:
TITLE:
FAX:
WEB SITE ADDRESS:

Please answer the following questions prior to our phone consultation or meeting. This will help us to have a productive discussion and clearly define your business needs. It's OK to check more than one answer for most of the questions. Please use one worksheet for each web site.

1. Which services do you require?

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> New Web site | <input type="checkbox"/> Web site redesign | <input type="checkbox"/> Web site maintenance | <input type="checkbox"/> Web hosting |
| <input type="checkbox"/> Domain name | <input type="checkbox"/> Multimedia project | <input type="checkbox"/> Flash animation | <input type="checkbox"/> Logo Design |
| <input type="checkbox"/> Stationery | <input type="checkbox"/> Web traffic analysis | <input type="checkbox"/> Drive traffic to your site | <input type="checkbox"/> Email marketing |
| <input type="checkbox"/> Branding/identity | <input type="checkbox"/> Strategic planning | <input type="checkbox"/> Other _____ | |

2. Which products or services does your company provide?

What is unique about your offerings or capabilities?

3. Who are your major competitors?

Please list their web site address below, and any other web sites which have features you like. Please indicate what you like and do not like about these sites.

<u>Company</u>	<u>Web address</u>	<u>I like these features of their site</u>	<u>Things I don't like</u>
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To receive a FREE consultation and estimate, please fax your completed worksheet to us at 858.484.6403, or email to aburkhart@savvysitesinc.com



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4. What parts of the country or world do you currently service, or would like to service?

- San Diego So. California California U.S.A. Worldwide
 Other _____

5. Who is your target audience?

- Homeowners Business owners or management Commercial/industrial contracts
 Other _____

Gender: Male Female Both

Age Group: Under 12 years 13 - 18 years 19 - 24 years
 25 - 39 years 40 - 55 years Over 55 years

6. What is the purpose of your web site?

- E-commerce Generate sales leads Online catalog/product selection
 Establish credibility Contact information/directions Customer service
 Informational/educational Other

7. What is the estimated number of pages for your site? _____ Please indicate the content you plan to include:

- Home About Us Services/Products Shopping Cart Online Catalog
 Contact Us Client List Testimonials All of above Links/Resources
 Other _____

8. Please describe the desired "look and feel" for your site. How do you want your visitors to feel about your company and web site when they visit?

- Professional Fun Trustworthy High Tech
 Corporate Artistic Innovative Family friendly
 Other _____

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9. Do you have a domain name? _____ If so, please list it:

Do you require additional domain names or aliases?

10. Do you have your own server? _____

Please have Savvy Sites provide web hosting.

11. Do you have an operational web site? _____ If yes, what is the web address?

12. What is your target date for completing this project?

13. Who will be approving the designs, layouts and final project?

14. What is your estimated budget for this project?

\$500 or less

\$500 - \$1,000

\$1,000 - \$2,000

\$2,000 - \$5,000

\$5,000 - \$10,000

> \$10,000

15. When is normally the best time to reach you by phone? (e.g. Mondays from 8-10 am)

16. Do you have literature, brochures, and/or market research about your company or product/service?

If yes, please submit a copy.

17. Do you have a mission statement? If yes, what is it?

18. Do you have existing company colors/color preferences, fonts, logos, trademarks, taglines, or other company recognition requirements? _____ If yes, please explain or provide examples.

19. Do you have existing photos, graphics, charts, illustrations, etc. that you would like included in the project?

If yes, please describe the number and type.

Do you need Savvy Sites to provide you with graphics? Please describe:

20. Do you require a particular platform (i.e. Macintosh or PC), screen resolution, or type size for your project?

If yes, explain.

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