



# SITE WORKSHEET

Your Name:

Date:

## COMPANY INFORMATION

Name of Company:

Site(s) and domain name(s):

## TECHNICAL INFORMATION

Internet Service Provider (ISP):

FTP Address:

Username/Password:

Technical Support Phone:

Technical Support Email:

## SITE DESIGN ELEMENTS

Please summarize the structure of the site. *Please include estimate number of pages and estimated budget.*

Do you have a company logo? If so, please include.

Does your business have a company color palette, ie. red/black/white?

Do you own your own graphics and materials? *You must have the proper licenses for any photos and graphics that will appear on your site.*

Any multimedia desired, ie. animation, movies, music?

Will any programming be involved? *Items such as contact forms, login pages, social networking, and blogging require programming.*

## TARGET AUDIENCE

What type of audience will your site be aimed for?

What are your primary and secondary goals that you wish to achieve with your site?

What will be the key reasons why people would choose your company over your competitors?

## CURRENT BRAND/COMPETITION

How is your company perceived? Describe how your company should be perceived.

Do you currently have a marketing campaign? Is it effective? Should a new identity be established?

What type of site will it be? Online marketing brochure? E-commerce? Community?

List any site URLs, ie yahoo.com, that you find appealing? Any competitor sites?

## CONTENT/TECHNOLOGY

Is there existing marketing content and information to be placed on the site?

How often will the site be updated?

What is your target platform, ie. Unix, Windows?

Do you have existing technologies that will need to be modified and adapted for a new site?