



MARKETING

Date:

Client:

Due date:

Contact Info:

BRAND-RELATED QUESTIONS

Do you want to build a new website or redesign an existing one?

What is the name of your business?

What are your products and services?

What are your business' Unique Selling Points?

Who are your ideal customers?

PROJECT GOALS

Clear design and logical structure

Custom CMS

CMS platform

Multilingualism

Other goals:

Sell products

Promote new services

Establishing a brand

Improving company image

TECHNICAL QUESTIONS

What is the purpose of your website?

eCommerce

Business

Blog

Portfolio

Event

Membership

Personal

Informational

Educational

Non-Profit

Social Media

Other

TECHNICAL REQUIREMENTS

Website design

Landing page design

Email design

HTML/CSS/JavaScript Project

Any more

requirements:

What pages do you need on your website?

Homepage

Booking/Scheduling Page

About Page

Product Page

Login/ Sign Up Page (for membership websites)

Contact Page

Product Demo Page

Account Page

Search Page

Shipping Page

Blog

Custom 404 Page

Pricing Page

Other:

WEBSITE FEATURES

Image slider

Shopping cart

Video Streaming

Pricing tables

Image gallery

Customer Login/ Registration

Forms

Maps

Blog

Newsletter

Social Media Buttons

Live Chat

Online ordering

Search

Call-to-Action buttons

Chatbots

Online payment

DESIGN-RELATED QUESTIONS

What do you like and dislike about your existing website, or what would you ideally want to feature for your new website?

Does your company have branding guidelines?

Yes, they're attached/available here:

Not yet, but expect a style guide soon

Not yet, and I need help with them

A style guide would be irrelevant for this project

Does your company have branding guidelines?

- Branding Guidelines (color and font preferences)
- Logo
- Tagline
- Images (photoshoot, stock photos, custom brand illustrations)
- Sitemap
- Content

BRAND IMAGE

How do you envision your website's image? (Choose one of each)

- | | | | | | | | | | | | | | | | | | | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| Greyscale | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Colorful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Serious | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fun |
| Authoritative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Friendly | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Classic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Modern |
| Minimalistic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Complex | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Non-Interactive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Interactive |
| Conservative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Nonconventional | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Retro | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Futuristic |
| Masculine | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Feminine | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Elegant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sporty |
| Professional | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Casual | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Safe | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extreme |
| Luxurious | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Natural | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | | | | | | | |

QUESTIONS ABOUT THE PRACTICAL BITS

Moving forward, will you need help updating your website? Yes No

Do you need help with blogging and content marketing? Yes No

ADDITIONAL SERVICES

- Web development
- Logo Design
- Image Optimization
- Website Maintenance
- Custom Illustrations
- Custom Animations
- Infographic Design
- Application Design
- Other: logos, posters, social media covers, banners, business cards, etc.

What is your timeframe?

What is your budget?

Additional notes, comments, requests, or concerns.