

WEBSITE DEVELOPMENT WORKSHEET

1. This Website Development Worksheet is to aid in the planning for the _____ project.

2. Contact Name: _____ Phone: _____ Email: _____

3. Address: _____ City: _____ State: _____ Zip: _____

4. Business Purpose: _____

5. Business Mission: _____

6. Business Goal(s): _____

7. Target Audience: _____

8. What makes the business unique? _____

9. _____

10. Project Description. Do you want to improve an existing website or create a new website from scratch?

11. The specific requirements and the details are stated as follows: _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. List a few websites that you like for our reference: _____

20. _____

21. What should the new website do for your business? _____

22. _____

23. Do you have content ready for the website? Yes No Do you need help developing content? Yes No

24. Preferred Schedule.

25. Project Start Date: _____

26. Initial Design Due Date: _____

27. New Website Launch Date: _____

28. Budget & Payment.

29. Estimated budget for project: \$ _____

30. Upfront Fee (due before project start date): \$ _____

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31. Key Design & Technical Features.

32. DESIGN - Describe the basic design elements you feel are important to the new website.

33. What are the main colors you want to use in the design? If you don't know what colors to use visit <https://html-color.codes/>

34. to determine three hex colors (e.g. #ffffff is white, #000000 is black, #999999 is grey):

35. Primary: # _____ Secondary: # _____ Tertiary: # _____

36. _____

37. _____

38. TECHNICAL FEATURES & CAPABILITIES - Describe the technical features and capabilities your website needs.

39. _____

40. _____

41. _____

42. WEBSITE PAGES

43. Typical website pages include:

44. HOME ABOUT SERVICES BLOG CONTACT TESTIMONIALS

45. TERMS AND CONDITIONS PRIVACY STATEMENT

46. Additional pages you need not listed above: _____

47. _____

48. _____

49. PHOTOGRAPHY, GRAPHICS, & IMAGES

50. Do you have high quality images that you'd like to use on the website? Yes

51. Do you plan to use stock images that you've purchased or have the right to? Yes

52. Do you need any graphics created? Yes

53. Keywords

54. What words would you use in a search engine to search for your business? _____

55. _____

56. DOMAIN NAME

57. Do you need assistance obtaining a new domain name for this project? Yes

58. If you have a domain name, where is it registered (e.g. GoDaddy, Bluehost, Google, etc.) _____

59. WEBSITE HOSTING

60. Current website hosting company: _____

61. Interested in a different hosting solution: Yes