



## Website Design/Re-Design Worksheet

In order for us to begin the process of turning your vision into reality, we ask that you complete this form in its entirety. The questions within were specifically designed to help facilitate the creative process - comprehensive answers are crucial to the ultimate success of our design collaboration.

**The document is set up so you can type after each question without worrying about the format, so feel free to expand on each question.**

Save and return an attached copy to: [chris@idesignmotion.com](mailto:chris@idesignmotion.com)

### Contact Information

Business Name:	
Contact Person:	
Email Address:	
Phone Number:	
Mailing/Billing Address:	
Preferred Contact Method:	(Phone, Email, or Both)
Referred? If Yes, by whom?	

Will there be any other persons involved in the decision making process? If so, their name (s)?

Describe the nature of your business (products, services):

Who are you hoping to reach with your site (your target market)?

Do you have a project timeline/deadline? If so, what is it?

Do you have a project budget?

## **Website Content**

**This section will gather the requirements for your website, help your website fit your overall branding strategy, and appeal to your customers.**

Have you already purchased web hosting and a domain name?

If yes, may we have access to your web hosting management site? (Please include username & password for us to upload work)

If no, can we give you a quote for hosting and/or a domain name?

Do you have a company logo on file? If not, do you need one designed for this project?

Do you have any marketing materials (brochures, flyers, etc.) or any pictures that could be used for content? Can you attach them with this document?

What is your overall goal for this website?

What is your company mission, or a short summary of your company?  
Also list any other useful information, like year established, new product/service, or any thing you would like.

List all contact information for your website users (email, phone, fax, and address).

List some of your targeted keywords (Example: Astoria Pastry Shop listed Cookies, Cakes, Detroit, and Bakery)

**From this we will develop a site consisting of the following typical site content:**

- Easy to use Navigation with...
- A Home page or Opening page
- A Company Profile or About Us Page
- Products/Services /Prices or an Online Catalog/Shopping Cart\*
- How to Order and Shipping Information
- A Contact Us Page with phone numbers, email addresses, etc.
- A Privacy Policy (recommended for any site that collects visitor information)
- Articles and Helpful tips
- A Related Links Page
- A Site Map (recommended for larger or complicated sites)
- Site Terms of Use (recommended for sites with Message Boards)

**Other:** (i.e., Special Functions, including: PHP Scripts, Shopping Cart, Dynamic Content, Syndicated Content, Site Search, Mailing List, Message Board, Guest Book, Vendor Affiliate Programs, etc.)

Any notes for the above pages?

Do you have any special requests from above or of your own?

## Layout and Presentation

**Visualization is key to achieving your perfect look, consistent branding, and a strong web presence.**

Please list 2 or 3 URLs (web addresses) of web sites that you like the look of (these do not have to be sites who's business is similar to yours. It aids us in determining what your desired design style is.) Consider the layout, colors, navigation, graphics, and font.

Please provide the URLs (web addresses) of 2 sites that you DO NOT like (if possible):

Any other special requests?

When you have completed this form, please return it to us in one of two ways:

1) Preferably: Save the completed document on your computer then attach it to an email for us at: [chris@iDesignMotion.com](mailto:chris@iDesignMotion.com)

2) Mail it to iDesignMotion.com  
7820 Marie Drive Suite 80  
Shelby Twp., MI 48316-5372







