



Personality and Performance

Website Worksheet

Please answer the following questions, so that we are better able to design your website:

General Information:

Company Name: _____

Company Contact: _____ Phone Number: _____

Address: _____

Does your company have a website? _____

If so, what is the URL or "web address"? _____

What services or products does your company offer? _____

Do you currently have a logo? Yes ___ No ___ Do you want to use this logo? Yes ___ No ___

Does your company brand have a designated color scheme, and if so please list the colors:

Do you have photographs that you would like to use in the design of your website? Yes ___ No ___

Are you planning to write the content that will be featured on the pages within your new site or will you need assistance in writing the content?

We will be writing most of the the content: _____ Please assist us in writing the content: _____

Positioning:

What are your consumer targets? _____

What values are associated with your company? _____

What are people most likely to search to find your website? _____

What does your company offer that sets you apart from your competition? _____

Do you have a written mission statement? If so, please write it here: _____



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Who do you think your competitors are? _____

In your business, are there things you hope to add in the future, such as new products or services? If so, what are they?

Are there any images that you associate with your company other than your logo?

Please list three words that you feel most describe your company:

Design and Technology

How do you see yourself communicating with your customer online? _____

Are there any technologies that you would like to see in your website design, and if so, what are they?

Please circle the words that best describe the overall essence of your website design:

| | | | | |
|---------|--------------|--------------|----------|----------|
| Simple | Professional | Classy | Edgy | Playful |
| Clean | Colorful | Black/White | Vibrant | Humorous |
| Fun | Creative | Modern | Nerdy | Rustic |
| Elegant | Traditional | Cutting Edge | Artistic | Serious |

If you don't have colors chosen, are there colors you would like to see worked into the design?

Do you have a preferred hosting company for your website? Yes ___ No ___ If so, which one?

If you currently have a url and hosting plan, be sure to include the access information for your server.
Thank you!