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Thank you for your interest in services provided by Brandesigns Web Solutions. This document will help us put together a solution that best fits the goals and requirements for your web presence. Please fill in as much as is applicable to your project.

General Information

Company Name:

Website Address (URL):

Primary Contact Person for this Project:

Address:

City, State, Zip:

Phone Number:

Email Address:

Your Company

What type of business is your company in?

How long has your company been in business?

What's the size of your company?

What's your typical client like?

How do most people find out about your business now? (Current website, phone book, referrals, drop-ins, promotions, other advertising...)

Your Current Website

Who hosts your current website?

What types of people visit your site most often?

What three things about your current site would you change right now if you could?

How important is it to maintain your current site's look and feel?

Project Details

What are the main reasons for requesting this bid?

Replace an outdated older website

Attract more customers

Attract a different audience

Communicate more successfully with customers

Provide information about my company

Sell products

Other _____

What is the **primary action** the visitor should take when coming to your website (make a purchase, become a member, search for information, etc.)?

Approximately how many pages/sections will your new site need?

How soon do you need this new website completed? Has this date been chosen for a specific reason?

Who are your top competitors? What do you like or dislike about competitors' websites?

What is the budget for this project? We need to know this up front because if estimated project costs exceed your budget, we'll be able to tell you what can be done at your budget level.

\$1000 - \$1500

\$1500 - \$3000

\$3000 - \$5000

\$5000 - \$7500

\$7500 +

Your New Website

What is the first impression a visitor should get? For example – friendly, elegant, clean, knowledgeable, calm, corporate, trustworthy, aggressive...

Do you already have existing branding materials - company color scheme or company artwork – or will you need us to create new branding?

What colors or imagery expresses the personality of your business?

Are there websites, colors, text styles, or other things you **don't** like? What gets on your nerves – loud colors, unclear navigation, tiny fonts? Let us know about them.

Content and Updating

Who is responsible for producing/editing your website's content?

We strongly recommend regular updates to keep your site fresh. How often will you update your website? Daily, weekly, monthly, quarterly, annually...

Will you need a Content Management System (CMS) so you don't have to work with HTML?

Do you have professional photos ready for the new website?

Are you interested in using stock photography?

What Other Services or Site Features do you Need?

Blog

Social Media Links

Social Media Page Optimization

Calendar of events

Email campaign management tool

Forum or bulletin board

Image gallery or portfolio

Logo design or other graphic design

Ecommerce/shopping cart

Merchant account/payment gateway

Search engine optimization (for better rankings on Google etc.)

Site search tool

Video or audio player

Other (please describe below)

Do you need hosting services for your new website?

Any other special requirements or functionality needed? Please describe:

Work Philosophy and Agreement

What's more important to you – quality or speed?

How often do you want updates on our progress?

Are you comfortable with the idea of using our online project management tool to track progress and view upcoming tasks?

Other Comments or Questions

Please add as much information as you need – any ideas you have about how your new website should look or function. Describe how you envision the finished project and any problems you may foresee.