



Marketing and
Communication
Design

9825 Canal Road
Montgomery Village
Maryland 20886

301.590.0604
Fax 301.590.0605
LShermanDesign.com

Linda Sherman Design Web Site Check List

Below is a series of questions, the purpose of which is to help us gain a better understanding of your expectations and desired goals for your web site. Please type as much information as possible directly in this document. To help us read your answers, please type them in a color other than black and email the completed form to Linda@LShermanDesign.com and Renee@LShermanDesign.com or fax to 301.590.0605. Thank you.

Please supply us with your contact information.

Name:

Title:

Company:

Address:

Phone:

Email Address:

What are your goals for your web site?

If you tell us what you want your site to do, we can design it with your goal in mind, For example, if you want people to visit your contact page, we will set up the site to guide visitors to that page.

What are the demographics of your audience?

This information helps us get a better picture of who you are talking to. Are they young, old, local, international, wealthy, middle class, etc.

What web sites do you think best represent what you are looking for in your site?

(Please provide URLs)

You know your clients and prospects better than anyone. What do you think they will respond most positively to? Please provide explanations of why these sites are good representations.

What type of imagery do you want to see on your site? (original art work, custom professional photography, stock and/or royalty-free photography.) This will help us find the best images, when needed, for your site. Please note: There will be a fee for any photography, illustrations, stock images and/or professional photography not provided by the client. The client will be notified of these fees prior to the purchase of any images.

What type of layouts appeal to you?

What, if any, preferences do you have regarding layout? Some layouts are very clean and angular while others are more organic and use curves, etc. There are many possibilities; we are looking for a generalization of your preference

- a. Geometric
- b. Organic/Abstract
- c. Creative

How will you measure the success of your web site?

SPECIFICS

What are your schedule requirements?

Do you have a domain name registered? If so, what is it?

Do you have:

- Web Hosting Service Provider
- Your own server
- None of the above

Budget:

- \$3,000 - \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$25,000
- \$25,000 - \$50,000
- \$50,000 - \$75,000

Content

Content will be coming from:

- Mac
- PC
- Both Mac and PC

Where will the content come from?

New

Repurposed

Both new and repurposed

Existing web site

If the text is new, who will write it?

If the text needs repurposing for the web, who will do it?

Will the text be final when we get it, or will you want to make changes?

Do you have an electronic version of your logo? If not, do you have a logo we can scan? Do you need a logo to be developed for you?

Do you have any collateral material that you wish to use in the design of the Web site? (brochures, stationery, posters, etc.)

Do you have any electronic images for home page and sub page design that you would like to use?

Do you have a tagline that you want to use?