



Noelle Kehrley

creative director / web designer

*The following is a list of questions about the overall goals of your web site, including: message, audience, content, look and feel, and function. This will help define the overall scope of the project for the purpose of providing an estimate and a starting off point for your web project. If you have any questions, Please feel free to call (973) 479-3039*

**CLIENT INFORMATION**

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Alt Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sign-off Authority: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Fax #: \_\_\_\_\_

**FACT FINDING**

Is this a new web site or are you interested in re-designing an existing site?

If new web site, have you considered a name for the web address (URL)?

If re-design or maintenance, Please provide the web address (URL) and FTP information.



**Noelle Kehrley**  
creative director / web designer

How many pages will you need? Please list...

Do you have a specific budget range in mind? Can this project be divided into phases to meet budget or timing constraints?

What are your main concerns? (New Business model, outdated information, undesirable look and feel, expanded services, target audience has changed or expanded, etc.)

What are your primary business objectives? (Increased sales, marketing/branding awareness, reduce customer service calls, etc.)

Secondary Objectives?

Describe your target audience.



Noelle Kehrley

creative director / web designer

Existing content, new content, or a combination of both?

Do you want flash? Please describe...

Do you need any back-end programming? Please describe...

How will the web site be maintained after launch?

Do you need web hosting?

Additional Notes: