Client Project Planner

>>>>>>> Request a Quote info will be attached here <<<<<<<

## The Brand

1. Briefly describe how you would like your customers to feel like when they visit your website, and your brand attributes you want to convey. (e.g. warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)
2. Do you have a logo?
3. Do you have a slogan or tagline that describes what you offer in terms of benefits or features?
4. What sets you apart from other competitors?

## The Design

1. Describe your website’s desired look and feel as a whole. (e.g. classic, modern, earthy, experimental, etc.)
2. Do you have a current house style / brand guideline that needs to be followed in terms of color, typography and tone?
3. Name three or more websites that match the design and/or functionality you want for your own website. What do you like most about each of these websites?
4. What do you not want on your website in terms of aesthetics? (e.g. particular color/tone, etc.)

## The Content

1. Do you have a sitemap/wireframe already prepared for the project? If you do, you can attach it below.  
   If you don’t, what would be the pages that you think should be included in your website? (e.g. home, contact, about, etc.)
2. Is the content ready for your website? If not, how soon do you anticipate having it ready?
3. Do you plan to use media-intensive components such as audio, video, and other rich media content?
4. Who’s responsible for updating the content?
5. What do you **NOT** want on your website in terms of text, content, etc.? (e.g. no employee photos, no testimonials, etc.)

## The Online Presence

1. If you were using a search engine, what words/phrases would you use to find your website? Please list in order of importance.
2. Other than search engine results, what methods do you have in mind to spread the word about your website?
3. How do you plan to encourage repeat visitors and referrals?
4. What staff will be involved in running your website? What are their roles? Is there a webmaster on the staff?
5. If you do have a website staff, how much time will they be able to spend online, responding to inquiries, etc. that come in via your website?

## Anything Else

We’ve tried to keep this as short and as general as possible, though every project is unique. Here’s your chance to add any additional information you think will be helpful.