

## Client Website Worksheet

Please use this document to communicate the specifics of your website. The more detailed you can be with your responses, the better we will be able to estimate the time and cost required for your project, as well as prevent delays and additional costs after the project starts. If there are any areas or questions that you are unable to answer, please skip them; we can always come back to them later.

You are under no obligation to fill this form out, but it will make the project flow better if you do. If you do not wish to fill this out but wish to proceed with the site, it is assumed that you are giving us complete creative control during this project. Please email the completed worksheet to [newprojects@chemistrycommunications.com](mailto:newprojects@chemistrycommunications.com)

### About You

Contact Name:

Organization name:

Telephone Number:

Email Address:

Birthday:

Company Tagline or Slogan:

Current URL (if any):

Business Address:

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## Budget & Timeframe

When do you hope to launch your site?

What is the budget for this project?

(You will not receive a reply if you do not indicate your budget)

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## More About Your Business

Briefly describe your company and the concept, product or service you provide.

What is the purpose of your new site (why are you building it)?

If this is a redesign of your existing site, describe what you like and don't like about your current site.

Do you have any specific features you want on your new site?

Why do you want them?

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## Technical Details

Please select your current comfort level with computers & the internet.

Have you already purchased the domain for your site? If NOT, what domain name are you hoping to use? (i.e. [www.companyname.com](http://www.companyname.com))

Do you need a branded email address set up (ie. [you@companyname.com](mailto:you@companyname.com))?

Have you already purchased hosting for your site? If SO, from which provider?(If NOT, we will set this up for you.)

Who are the decision makers on this project?

Is there a webmaster on your staff?

Do you have a company logo? If NO, do you need one designed? If YES, please send the logo file by email.

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## Site Pages/Functions

Please select all pages that you anticipate your site will need. How many pages does your site need in all?

Home/Welcome

About

Contact

Clients/Staff

Services (specify number/name of sub-pages)

Products (specify number of products to be included)

Programs (specify number/name of sub-pages)

Testimonials

FAQ

Blog/News

Video

Podcast

Forum/Message Board

Portfolio (Gallery)

Photo Galleries (specify number/names required)

Events/Calendar

Contribute/Donate/Join

Resources

Registration (member/client area)

Payment Integration

Terms & Conditions

Privacy Policy

Search Functionality

Site Map

Others (please specify)

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## Site Content:

Do you want to be able to edit information on the site yourself?

Do you currently work with a content management system? If SO, which system?

Is the content already created for this site? If NOT, when do you think it will be ready?

Do you need assistance writing or editing the content for your site?

Do you have graphics and photography to include, or will you need us to source these?

What interactive elements, if any, do you require on your site?  
(i.e. animation, video, interactive game, background sound)

Are there any specific functions you need to include on the site?  
(i.e. online payment, e-store, private client login)

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## Site Design

Please forward by email copies of your current branding material (business cards, brochures, letterhead etc.) if you will be staying with your current branding.

Name three primary competitive sites and give their web addresses. Please comment on the strengths and weaknesses of these sites.

Describe in a few sentences the feelings you wish your site to evoke, and the brand attributes you want it to convey.

Describe the site's desired look.  
(i.e. simple, edgy, dark, classic, crisp, modern, traditional, etc.)

Do you have any particular colours, layouts or themes in mind for your site?

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## Audience

Please describe your potential customers. Pay special attention to their interests, income level, gender & age.

If your website is a business-to-business site, what sort of companies are you hoping to attract?

Where/how do people learn about your company/product/service?

Why do you believe site visitors should do business with you rather than with a competitor?

Why does your target audience need this website?

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## Marketing

What online marketing strategies do you anticipate using? Do you need assistance implementing these? (i.e. blogging, directory submission, search engine optimization, Facebook/AdWords advertising)

What Search Engine Optimization do you anticipate doing? Do you need help with this?

Will you run a Search Marketing Campaign? If NOT, how do you anticipate visitors will find your site?

Will you need an Email Marketing System or Client Relationship Manager (CRM) setup?

How do you plan to encourage repeat visitors and referrals?

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## Additional Comments

Every project is unique. Here is your chance to add any extra information you think will be helpful. If you would like services in addition to a website design/redesign, please mention those here.

## Thank You!

Thank you for your effort and time. Please save this document as your-org.pdf (replace “your-org” with the name of your company) and email to [newprojects@chemistrycommunications.com](mailto:newprojects@chemistrycommunications.com). We will respond within 5 business days.