



Website Design Intake Form

Company Information

Name of Company _____

Legal Entity/DBA _____

Industry Sector _____

industry Description _____

Street Address _____

City _____ State _____

Postal Zip Code: _____

General Business Information

Contact First Name _____ Contact Last Name _____

Title _____ Telephone _____

E-Mail _____ Linked In _____

Twitter _____ Facebook _____

Other Social Media _____

Company Stage

Start- Up _____ Time in Business _____

Design Phase _____ Investor Opportunity _____

Other (Please provide details)



Website Details

Goal of Website -What are your expectations of your site?

Color Scheme: Do you have a logo? If so, please attach

Business Background

Location(s)

Number of Employees _____

Products/Service Description

Company Differentiators/Value Proposition

Mission/Vision

Who is your target audience? (Examples: age, industry, gender, income, geographical area, etc.)



Do you need a Gallery? If so, please attach photo and individual product descriptions

_____ Yes _____ No

Do you need E-Commerce? _____ yes _____ No

Pricing and Return Policy (attached schedule of fees, if applicable)

Desired URL/ website address

1. _____

2. _____

3. _____

What are the desired pages/sections of your website

What kinds of images best reflect your business? (Examples: business images, product images, industry, nature, etc.)

The importance of first impression is paramount. How should visitors describe your new site? (Examples: modern, user friendly, bold, corporate, fun, forward thinking, innovative, bright, calming, elegant, clean, minimal, etc.)

Please list your competitors' websites. What do you like and not like about their websites?



Existing Website Address (if applicable) _____

Are there any particular websites that you like? Why? (Examples: page elements like headers, menus, sidebars, colors, typography, photos, etc.)

How important is Search Engine Optimization for your website?

Do you need hosting and email? _____ Yes _____ No

Other Important Information (Please list any additional relevant business information)

Office Use Only

Design Start Date _____ Expected Completion Date _____

Design Consultant _____ Consultation Provided _____

Photos Received Date _____ E Commerce Turn On Date _____

Proof Sent Dates 1) _____ 2) _____ 3) _____