

Company Name: \_\_\_\_\_ Sub ID: \_\_\_\_\_

Trading Name (if different from the company name) \_\_\_\_\_

Preferred website address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

Contact person email address: \_\_\_\_\_

**CONTENT CHECKLIST:**

The following has been supplied with the Copy Instruction and Contract (Please circle the appropriate response):

- \*High resolution version of the logo Y / N
- Up to 20 unique pictures/images to be used on the site Y / N
  - If no, can we make use of stock imagery on the site? Y / N
- \*A write-up about the company – this can be in the form of a company profile Y / N
- \*Adequate content to fill at least 5 pages of your website Y / N
- Can we get information off their existing website? Y / N

\*Any answers marked with an \* and an outright No response, will be not be processed)

**DOMAIN DETAILS:**

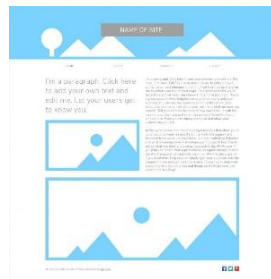
- Do you have an existing domain? Y / N
- If no, do you need to register a new domain with us? Y / N
- What would you like that domain to be: \_\_\_\_\_
- If yes, are you going to keep your current hosting and point to our server? Y / N or
- Are you going to keep your current hosting and give us access to your account via FTP, Cpanel or Konsoleh access? Y / N

**DESIGN BRIEF:**

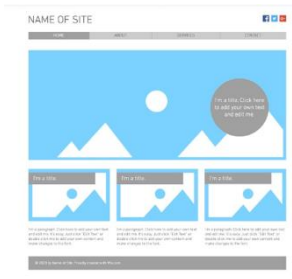
SELECT 1 layout below on how you would like your site to look.



Clean visual



Clean Informative



Boxed Layout



Full Screen Layout

Name 3 sites you like the look of and you think can work for your website:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Who are your competitors in the market?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

What makes your business stand-out or different to others in similar businesses? (Your unique selling proposition)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SELECT1: What colour scheme would you like to use on your website (if different to your corporate identity)

- Neutral – let the designer decide
- Keep to my corporate identity
- Bold, bright colours (primary and secondary palettes)
- Light, whites and greys
- Dark, elegant and crisp

SELECT 5 Items for the navigation headings you'd like to use on your website:

\* Note that these depend on the website solution sold. If the site is a WEBB and only has 5 pages, the client must only choose 5 options.

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> HOME     | <input type="checkbox"/> BLOG       |
| <input type="checkbox"/> ABOUT US | <input type="checkbox"/> NEWS       |
| <input type="checkbox"/> SERVICES | <input type="checkbox"/> ARTICLES   |
| <input type="checkbox"/> PRODUCTS | <input type="checkbox"/> CONTACT US |
| <input type="checkbox"/> GALLERY  | <input type="checkbox"/> TEAM       |
| <input type="checkbox"/> PARTNERS | <input type="checkbox"/> RESOURCES  |
| <input type="checkbox"/> SHOP     | <input type="checkbox"/> QUOTES     |
| <input type="checkbox"/> CAREERS  |                                     |

What is the main objective of your website? **Circle the most relevant options**

- Get sales leads
- Build brand awareness
- Receive quote requests
- Make bookings/Schedule services
- Supply adequate information to users about your business

Who is your ideal customer / target market:

1)

2)

3)

**SOCIAL MEDIA:**

Does the client have the following, and would they like links to these pages on their website?

FACEBOOK

LINKEDIN

INSTAGRAM

PINTEREST

GOOGLE+

TWITTER

YOUTUBE

**CONTACT INFORMATION FOR WEBSITE:**

Primary contact number: \_\_\_\_\_ Alt Number/s: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Email address/es: \_\_\_\_\_

Date submitted: \_\_\_\_\_ Date received: \_\_\_\_\_