

Higherlink Website Discovery

Contact Information

First name _____

Last name _____

Email _____

Phone _____

Fax _____

Company Information

Company name _____

Company contact information to be displayed on the website

What is your tagline _____

What products or services do you offer _____

What is your current company website(s) _____

If none, what domain name(s) would you like _____

Who are your main audience's _____

Project Information

What is your project deadline _____

Will you need a new website or a redesign of an existing website _____

Will your site have minimal content or be content heavy _____

If you already have a website, will we be using the current content as-is, or will the content need to be reorganized or rewritten _____

Will you need print materials such as business cards, letterhead and brochures _____

What will be the main goal of your site?

Brochure - get to know us.

Advertisement

Data collection

Ecommerce

Generate leads

Product information

Resources and information

Other _____

What will be your call to action on your website, what do you want the visitor to do or decide to do before leaving?

Fill out this form _____

Gather information _____

View ads _____

Call us today _____

Buy this product _____

Get this information _____

Use this helpful resource _____

Hire me _____

Donate to this cause _____

Sign up for this _____

Other _____

How frequently will your content need to be updated _____

Will you need to update it yourself _____

Navigation buttons, Standard pages would be:

Home

About

FAQs

Media

Contact Us

What other pages do you think you will you need _____

What special features, if any, will you require _____

Design concepts

Do you have a logo _____

If so, do you have a high resolution or vector copy of you logo _____

Do you need to update your logo _____

What fonts do you use or prefer _____

Do you have images or graphics you would like to use in your design or in your content _____

Do you have pantone colors for your identity _____

If not, what are your basic colors _____

What are your favorite colors _____

What are your least favorite colors _____

Briefly describe the look and feel of your business and do you want this reflected in your design

List at least 4 words that best describe the look and feel you would like to achieve in your website?

List web addresses of other websites you like for either design or function _____

What kind of music do you listen to _____

Do you prefer squares or circles _____

What is your favorite shape _____

Do you prefer a shiny glossy look or more of a flat look _____

Do you prefer rough edges or clean lines _____

Do you prefer solid colors or graphics _____

Do you prefer artfully cluttered or white space _____

Which style appeals more, catalogs or comic books _____

Additional thoughts _____
