

Organization: _____
 Current Website: _____
 Phone: _____
 Address: _____
 Product: _____
 Creative Agency: _____
 Target Audience: _____

Meeting Date: _____ Primax Rep: _____
 Contact: _____
 Contact Title: _____
 Email: _____
 City, St, Zip: _____
 Year Established: _____
 Agency Contact: _____

List 3 Competitors and their websites to reference:

- 1) _____
- 2) _____
- 3) _____

List 3 websites you would like your site to look or function like

- 1) _____
- 2) _____
- 3) _____

What features do you like best on each site?

Top 3 objectives for a new website:

- 1) _____
- 2) _____
- 3) _____

Top 2 Actions you desire a visitor to take (purchase products, find info, use resources, etc):

- 1) _____

- 2) _____

PROJECT SPECS

Domain Name: _____
 # of Email Accounts: _____
 Type of Site: HTML Flash Both
 # of Pages: _____

Need Primax to register domain? Yes No
 Primax to host site? Yes No
 Current Bandwidth: _____
 CMS (content mgr): bitSprocket Rice No CMS

Pages (check and add additional pages & features)			Design Needs		
<input type="checkbox"/> About	<input type="checkbox"/> Calendar	<input type="checkbox"/> Video	<input type="checkbox"/> Stock Photos	<input type="checkbox"/> Photography	<input type="checkbox"/> Banners
<input type="checkbox"/> Services	<input type="checkbox"/> Blog	<input type="checkbox"/> Interactive Map	<input type="checkbox"/> Flash Intro	<input type="checkbox"/> Videography	<input type="checkbox"/> Ecard
<input type="checkbox"/> Portfolio	<input type="checkbox"/> Eblast	<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Copy Writing	<input type="checkbox"/> Logo design	<input type="checkbox"/> Illustrations
<input type="checkbox"/> Contact	<input type="checkbox"/> CRM	<input type="checkbox"/> PayPal			
<input type="checkbox"/> Employment	<input type="checkbox"/> News	<input type="checkbox"/> Online Publish			
<input type="checkbox"/> Directions	<input type="checkbox"/> Survey / Poll	<input type="checkbox"/> Site Statistics			
<input type="checkbox"/> Media	<input type="checkbox"/> Online Forms	<input type="checkbox"/> SEO			
<input type="checkbox"/> Bios	<input type="checkbox"/> Photo Gallery	<input type="checkbox"/> FTP Access			
	<input type="checkbox"/> RSVP system	<input type="checkbox"/> Site Search			
			List words that should describe your site For example <i>trendy, fun, professional, basic, interactive</i>		
			1) _____	2) _____	3) _____

Keywords for SEO: _____

Site Ownership: _____

Go Live Date: _____

Web Administrator: _____

Budget: \$ _____

Email: _____

NOTES: