

## 1. Client/Company Name:

## 2. Contact Information

- a. Who is the contact person responsible for overseeing your participation in the website development? List name and contact information for this person. **\*Note:** asterisks indicate required information that must be included for the form to work.

**\* Name:**

**\* Email:**

**\* Phone:**

- b. Who has final approval on the project? List name and contact information for this person.

**Name:**

**Email:**

**Phone:**

- c. If decisions will be made by a Board of Directors or committee, please provide list of names:

## 3. Service

- a. Do you need to:      create a new site or...      redesign an existing site?

If this is a redesign, is your existing website currently online?    No      Yes...If yes, please provide your existing URL:

If your existing site is not currently online, will you be able to provide Ali Cat with copies of all HTML files that were previously online?    Yes      No

- b. What type of site do you need?

eCommerce	Business/Company	Advertising flier
Non-profit organization	Informative	Personal event
Personal home page	Other (please describe):	

- c. What is your target deadline for having your site available to the public?

What are the factors surrounding this deadline?

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#### 4. Company Information *(If this is for a personal site, please skip to section 5.)*

- a. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)
  
- b. How do you envision this project supporting your company's missions and objectives?
  
- c. How will you judge the success of this project? (What is a "win" for you?)

#### 5. Purpose of Website

- a. What do you hope to accomplish with this web site? Please select all that apply:

- |                          |                   |                  |                   |
|--------------------------|-------------------|------------------|-------------------|
| Educate                  | Sell Products     | Sell Service     | Promote Service   |
| Promote Products         | Entertain         | Survey           | Answer FAQ's      |
| Generate leads           | Generate business | Discussion Forum | Downloadable Info |
| Other (please describe): |                   |                  |                   |

- b. Who will your typical visitors to your website be? (This is your "target audience.") Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.
  
- c. In as much detail as possible, please describe what you hope to achieve with your web site:

#### 6. Budget

- a. What is your company's budget for this project? ***(We do not use this figure when calculating the price of the project. This information allows us to make suggestions and decisions that align with your budget.)***

Development:

Maintenance:

Hosting:

Promotion:

- b. What are your budget limitations? Can this project be broken in a phased manner to help you meet your goals?

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## 7. Domain Name

- a. Have you already **registered and paid for** a domain name for your site?  
(i.e. http://www.mydomainname.com)

No      Yes...If yes, what is the domain name you registered?

What is the name of the company you used as a registrar?

- b. If you have not already registered a domain name, would you like our assistance in developing one and researching its availability? **\*Note:** We will let you know what is available for your final OK before paying to register any name.

No      Yes...If yes, please list a few ideas for domain names: **\* Note:** some typical extension types are .com (business), .org (societies, associations), .ca (must reside in Canada), .ab.ca (must reside in Alberta), etc.

Choice #1:

Choice #2:

Choice #3:

Choice #3:

## 8. Web Hosting

- a. A "Web Host" is the company that will hold your website files and make them accessible on the World Wide Web. Do you have a current website host or preferred host?

No      Yes...If yes, who is it?

- b. If you do not have a host, would you like us to provide a quote for hosting?      Yes      No

## 9. Site Maintenance

- a. How frequently will this site need to have information updated?

Never      Daily      Weekly      Monthly      Annually      Other:

- b. Would you like a quote for Ali Cat Graphics to provide site maintenance service?      Yes      No

- c. If "yes", who will be responsible for giving instructions and content to Ali Cat for updates and for checking the site periodically to make sure it is still working properly?

**Name:**

**Email:**

**Phone:**

- d. If "no", please indicate how your site will be updated (whether hosted by Ali Cat or hosted by others):

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## 10. Content

Content is the information and features you include on your website, both at the initial design phase and during ongoing maintenance.

*\* **Note:** Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your website. Ali Cat Graphics is not responsible for any copyright infringement for content you supply to us.*

- a. Do you already know what pages you would like to have? If so, please select all page names that apply:

*\* **Note :** Please be advised that the names you choose and/or supply below will be what we will use in the design phase to create page headers & titles, buttons, menus and other navigational linking tools in your website. Therefore, any changes to the names at a later stage will not be considered part of the original design and the time required to make changes will be charged at the hourly rate. **CHOOSE YOUR PAGE NAMES CAREFULLY!!***

Home	Services/Products	Events	Employment
Registration	Locations	FAQ	Map and Directions
Contact Us	About Us	Links	Industry News
Portfolio	Site Map	Other (please list) :	

Page #1:

Page #8:

Page #2:

Page #9:

Page #3:

Page #10:

Page #4:

Page #11:

Page #5:

Page #12:

Page #6:

Page #13:

Page #7:

Page #14:

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b. Are there specific features or effects you would like to include on your website? If so, please select all that apply:

- |                      |  |                           |
|----------------------|--|---------------------------|
| Photo Slide Show     | Video Clip   | Audio Files               |
| Pop-Up Advertising   | Animated Graphics  | Shopping Cart (eCommerce) |
| Search Engine        | Printable PDF pages  | Info-collecting Forms     |
| Guest Book           | Rollover Effects (Buttons, graphics or photos that change when the mouse rolls over them.) |                           |
| Other (please list): |  |                           |

c. What items do you already have that we can use on your website? Please select all that apply:

- |                                 |                                |             |
|---------------------------------|--------------------------------|-------------|
| Existing Website Content        | Brochures                      | Newsletters |
| Text on Disk or UPS             | Fliers                         | Forms       |
| Photographs (electronic format) | Photographs (require scanning) |             |
| Graphics (electronic format)    | Graphics (require scanning)    |             |
| Database                        | Other (please list):           |             |

**Tip:** The professional appearance of your website has a lot to do with the photos or graphics you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service.

d. Would you like us to design custom graphics, logos, or create/find digital images for you?

No      Yes...If yes, please specify:

## 11. Style

a. Choose three to five adjectives you would like the style of your site to express:

- |              |               |              |                  |                      |
|--------------|---------------|--------------|------------------|----------------------|
| Professional | Sophisticated | Conservative | Fun              | Friendly             |
| Formal       | Casual        | Progressive  | Serious          | Classy               |
| Easy         | Experts       | Humorous     | Service-oriented | Other (please list): |

b. Select any visual elements or styles that **MUST** be utilized from existing materials:

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Logo      Letterhead      Key phrases      Colors      Typeface (font)      Other (explain):

## 12. Colors

Do you have a preferred color scheme for your website? Please select all that apply:

\* **Note:** If you have specific CMYK, RGB, Pantone or hexadecimal value colour numbers, please list them under "Other".

Company's logo colors	Blues	Greens	Yellows	Oranges
Reds	Purples	Black & White	Autumn hues	Winter tones
Spring colors	Summer colors	Bold	Metallic	Neon
Muted	Pastel	Earthy	Ocean	Other:

## 13. Inspiration

Are there any websites that have a look and feel you admire? If so, please list their domain names (i.e. <http://www.alicatgraphics.ca>) and identify the particular features you find most appealing:

## 14. Search Engines

Search engines require that websites include special coding (head and meta tags), in order to quickly find your web site.

- a. Please list any keywords and short phrases (one to two words) that you think people will use to find you on the internet:
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
  - 8.
  - 9.
  - 10.
  - 11.
  - 12.
  
- b. Please state a one-sentence description of you and/or your company that can be used to assist search engines:
  
- c. Would you like the above descriptive sentence to appear as part of a visual welcoming statement on your home page?

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Yes    No...If no, would you like it to appear visually elsewhere on your website?

No    Yes...If yes, where?

Thank you for taking the time to answer this questionnaire. Please use the field below to let us know if you have other comments, questions or instructions:

Click the "Submit" button to send your form results to ALI CAT GRAPHICS:

We will be in touch with you soon!!