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Website Information Form

In order to start work on your website, we need to know some details of the website vision you have in mind. This form will guide you in providing initial information we need and will serve as a "Request for Proposal" on which we will base our estimate.

Please write out your answers (in a separate document until such time that this form is made to be interactive) for each question. Neatness, grammar and punctuation do *not* matter, but completeness *does (to the best of your ability)*! When you're done, please email your response document to adrienne@equineonlinedesign.com. We'll go over it and provide you with a written proposal and estimate.

We realize that this will require some time and effort, but it's crucial to the estimating process. Thank you!

Contact Information

Your name and title:

Name of business or organization:

Your email address:

Best phone numbers for reaching you:

Company Information

Company name:

Please describe your company or organization in a few sentences:

Other than you, who else will be involved in guiding this project to completion?

Your Computer

Is your computer a PC or a Macintosh?

What is your screen resolution? *(To find out screen resolution, on a PC, right-click your desktop, choose the Settings tab.)*

Browser: Internet Explorer, Firefox, Safari, or other?

What version is your browser? *(To find out version, open browser, and in top menus, go to Help > About, and check the version number.)*

Existing Web Site

If you have an existing web site, what is the URL?

In what ways is this site falling short? What would you like to change, add or subtract?

Purpose and Goals for Web Site

What are the purposes of this web site? Who is your target audience, and what will they be able to learn or do there?

Domain Names and Hosting

Do you have a domain name or names registered? What are they?

Like most web developers, we would always prefer to make hosting arrangements for sites we produce. Will that work for you, or do you have an existing commitment to a particular web host? If so, why?

Text and Graphic Content

Please make a list of planned site pages and/or groups of pages.

Do you have a company logo you're satisfied with and want to use?
Please describe any other graphic images (photos, illustrations, etc) you already possess which would be included on the web site? What is the approximate total number of graphics?

Design Style and Branding

Is there a specific design style you wish to incorporate into the web site? If so, please describe it as well as you can. You can also list several websites you like so we can get an idea of website designs that interest you.

Interactivity, E-commerce

Will the site need a form allowing site visitors to contact you for information?

Will the site be selling anything? If so, please describe the type and number of products, and tell us as much as you can about how you'd like your shopping cart and checkout process to function.

Please tell us about any other interactive features you would like to incorporate.

Animation/Audio/Video

Do you plan to include animation, audio or video on your site? If so, please describe it.

Future Maintenance Options

We do not recommend that you work directly on your site using any other web design software.

One option is for us to provide you with some basic website tutoring if you are interested in making minor updates to your site (depending on your location). Tutoring sessions usually run about an hour and are billed at normal hourly rates of \$45.00/hr.

Another alternative is for us to maintain your web site, with fees based on time required. In some situations, this can be a cost-effective alternative. Are you interested in considering this type of maintenance?

Time Frame and Budget

What is your time frame for producing and launching the site?

Our cost for a basic brochure site ranges from \$450 on up. To start your project we require ½ payment up-front. The remainder of the cost is due once the site goes live. If the project has not gone live after 60 days from when we receive your acceptance of our estimate and is due to having to wait for client content, images, graphics or other client-supplied materials, we will start billing out monthly for any work done.

Search Engine Placement

Are good rankings on search engines important for this web site? If so, please list the most important key words or key phrases which would be used to find your website.

Accessibility

Are there any special requirements in regard to access for the disabled?

Other Considerations

Please tell us anything else we need to know about the planned web site.

Some examples would be:

1. Specific design ideas
2. Color schemes or color likes and dislikes
3. Having large font
4. Placement of page navigation (top, side)
5. Wanting drop-down menus or fly-out menus
6. Etc...