

Estimate Request Proposal



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Date:

Company Name:

Address:

State/Province:

Zip/Postal Code:

Email:

Phone:

Website Address:

1. Domain Name and Web Hosting

Do you have a domain name?

Yes No

If 'Yes', what is your domain name?

Have you registered your domain name?

Yes No

If 'No', would you like us to register it for you?

Yes No

Do you have your own web hosting?

Yes No

If 'Yes', who is it with?

If 'No', we offer web hosting and can provide that service?

Yes No

2. Existing Website

If you have an existing website, in what ways is your site falling short? What would you like to change, add, or subtract?

3. Purpose for Website

What is the purpose of this website (Example: Bring in new clients, Marketing/Product Services, etc)

Who is your target audience?

What will they be able to learn or do there?

4. Website Content and Layout

To start with, please pick one of the layouts below:

- Basic Layout (5 - 10 pages)
- Small Layout (10 - 20 pages with a few subsection navigational links)
- Large Layout (20+ pages with many subsection navigational links)

Do you have a company logo? Yes No

If 'No', would you like us to help you create one? Yes No

If 'Yes', who will provide the logo? Please choose from one of the options below:

- I have a "web ready" logo in 'gif' or 'jpg' format.
- I have a company letterhead I can email you.
- I have a brochure or business card with my logo on it I can email you
- I do not need a logo

Do you have any other graphic images that you possess that you would like to include on the website ? Yes No

If 'Yes', please describe any graphics you would like to include (Example: photos, clipart, etc.)

Are there any special features you would like to include from the list below: (Please select all that apply)

- Contact Page
- News/Newsletter Page or Section
- Photo Gallery
- FAQ Page or Section
- Downloadable forms converted to Acrobat PDF for universal sharing
- Website metrics/tracking statistics
- Other

If 'Other', please describe below:

5. Text and Graphic Content

Please make a list of planned pages and/or groups of pages (Example: Home, About Us, etc)

Who will supply the text for the site?

- I will via a word document for each page
- I have the text but would like it to be Search Engine Optimized for the web.
- I would like Concepts 'n' Creations to create the text for me.

Is there a specific design style you wish to incorporate into the website? Yes No

If 'Yes', please describe below the best you can or include some website addresses that are ideas of what you are looking for your site. Don't worry. This only gives us an idea of the styles and colors that you like. Your website will be unique to you and your company needs.

Will the website need a form allowing visitors to contact you for information? Yes No

Will the site be selling anything? Yes No

If 'Yes', please describe the type and number of products, and tell us as much as you can about how you would like your shopping cart and checkout process to function.

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

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

6. Search Engine Placement

Are good rankings on search engines important for this website?

Yes

No

If 'Yes', please list below the keywords or phrases people would use to search for you. Please give at least 10 examples.

7. Time Frame and Budget

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

What is your budget for your website? If this is difficult, please provide a low and high figure range.

8. Website Maintenance

After your site is complete, who will be maintaining your site?

- I will be maintaining my site.
- I would like Concepts 'n' Creations to maintain my site
- I am not sure but would like more information on Concepts 'n' Creations maintenance options.

9. Company Mission Statement

What is your company's mission statement?

What is your company's tag line?