

P R O J E C T P R O F I L E R

Please fax to 503-716-3867 or email to info@consistentimage.com

Who is the main contact person for this project?

Name _____

Company _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

Email _____

Do you currently have a website? yes no

Who is your current web host provider? _____

Services needed.....(check all that apply)

- organize & design web site from scratch
- secure a domain name (search for www.yourname.com, and purchase rights to it)
- locate Internet provider (a company to host your web site)
- revise current web site at www. _____
- organize and write new text
- scan photos, take photos, or acquire stock photos
- update & manage site as needed (after initial web site is uploaded)
- create banner ads, purchase banner ad space on other sites
- optimize and register your website with search engines & directories (ie: Google, Yahoo, etc)

What are the GOALS for your site?

(ie: improved access to information; direct sales; increased exposure; more customers, etc.)

- 1.
- 2.
- 3.
- 4.

Check the statements below that are most important for your site:

- ___ a website that is consistent with our other marketing efforts
- ___ use existing printed materials and brochures
- ___ creating a community of repeat customers
- ___ being able to maintain the site myself
- ___ getting our site up quickly
- ___ displaying our products or services
- ___ make a large amount of helpful information available to our customers
- ___ a website that fits our budget

What branding/identity must be included?

(ie: logos, artwork, signature fonts, colors, mission statements, photos)

Who is your viewing audience? (customers, employees, etc.)

Where will text content come from? Will it be new, from existing materials/site, or both?

How often will you add new content and update your site? do you need content management tools?

What kinds of interactivity and functionality do you want on your site?

(links to other places within your web site and to other web sites are assumed)

- animated graphics slide show photo/product gallery
- guestbook form/questionnaire password protected pages
- search component ecommerce database connectivity
- online survey today's date secure server
- seo content email links statistics
- other _____

Do you need secure pages? yes no

(on-line purchasing, credit card transactions, private data, etc.)

Who will maintain your site after it is initially launched?

When do you need the site completed? What is your budget range?

Web Sites You Like -- Looks , Function, or Similar Product or Service:

1. http://_____

what you liked about this site: _____
2. http://_____

what you liked about this site: _____
3. http://_____

what you liked about this site: _____