



5615 Chelwynd Road
Baltimore, MD 21227
410.242.6737
www.wingsofthesun.com

Website Discovery

Clear communication and careful planning greatly increase the potential success and impact of your website. Please answer the following questions as thoroughly as possible and return me at karen@wingsofthesun.com.

Company Information

1. Name of Company:
2. Contact information for Company (address, email, phone, etc.):
3. What is the nature of your business? Briefly describe your products and/or services.
4. What is the mission statement for your company?
5. What is your heart-centered message that you want the world to know?

Website Information

1. Do you need to create a new site or redesign an existing site?
2. What type of site do you need (business, ecommerce, personal, non-profit, etc.)?
3. What “look” are you trying to achieve? (corporate, clean, artsy, hi-tech, conservative, etc.) Include details such as colors, images and/or text that you plan on using for your site.
4. Who are your ideal clients? Please list any information you feel would be relevant: age, gender, income, education level, ethnicity, location, etc.

5. How do you want your visitors to *feel* when they see your website?

6. List at least 3 websites that you like, identifying the particular features you find most appealing (color, navigation, layout, etc.)

- 1.
- 2.
- 3.

7. Do you have a logo? If not, would you like an estimate for one?

8. List the major navigation buttons that you would like in your site, e.g., home, contact, services, articles, FAQ, etc. along with a short description of what will be on that page.

9. What features would you like on your website?

- | | |
|---|---|
| <input type="checkbox"/> email signup form | <input type="checkbox"/> photo gallery |
| <input type="checkbox"/> social media links | <input type="checkbox"/> contact form |
| <input type="checkbox"/> shopping cart | <input type="checkbox"/> landing page |
| <input type="checkbox"/> search button | <input type="checkbox"/> PayPal buttons |
| <input type="checkbox"/> slideshow | <input type="checkbox"/> other (<i>please list</i>) |

9. Do you have photos or other materials that you would like added to the website? (*All items submitted will be evaluated by us to check their suitability for use on the web.*)

10. Do you have text written for each page? (*Note: Brand Design will paste the text from you directly into the website. We're happy to correct any glaring errors, but we do not supply proofreading services unless contracted to do so.*)

Domain & Hosting

1. Do you have a domain name for your site such as *www.mysite.com*? If not, do have ideas of what you would like it to be?

2. Do you have a website host already? If not, would you like us to recommend one to you?

Maintenance

1. Do you plan on making text changes to the website yourself or are you interested in a monthly care plan?

Other

1. What is your target date for having your website available publicly?

2. Is there any other information that you would like to share?

Thank you! Please return this form to karen@wingsofthesun.com.

Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to use on your website!