

GRAVEN IMAGE DESIGN STUDIO

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???

please fill in, print, save, & send to Graven Image

ABOUT YOU

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____

TELEPHONE _____

WEB ADDRESS _____

ABOUT YOUR (new) WEBSITE

1. WHAT IS THE NAME OF YOUR BUSINESS? _____

2. WHAT TEN WORDS, BOTH NOUNS AND ADJECTIVES, BEST DESCRIBE YOUR BUSINESS?

3. WHO ARE YOUR COLLEAGUES OR COMPETITORS? WHAT ARE THEIR WEB ADDRESSES?

4. WHAT WEBSITES DO YOU PARTICULARLY LIKE, AND WHY?

website _____

website _____

website _____

5. WHO IS YOUR CUSTOMER OR CLIENT, YOUR INTENDED VIEWER, OR YOUR TARGET AUDIENCE?

Customer/Client _____

Intended Viewer _____

Target Audience _____

6. CONSIDER A VIEWER COMING TO YOUR WEBSITE.

What would the user see and do on the site?

see _____

do _____

What would be the outcome of the visit?

Purchase Visit to your office Phone call Other _____

What would your visitor's next step be?

What do you want your visitor to return to your website for?

When or how often should they return? --- select frequency of return --

7. WHAT DO YOU WANT YOUR WEBSITE TO DO FOR YOUR ORGANIZATION OR BUSINESS?

Advertise On-line brochure Inform Teach Entertain Be a resource

Other: _____

8. WHAT FUNCTION WOULD YOU LIKE THE WEBSITE TO REPLACE, COMPLETELY OR PARTIALLY? *Think outside the box on this one!*

9. CHECK OR FILL IN THE BOX IF YOU HAVE:

A logo or an ongoing theme

Photographs or artwork to use on your website

A brochure whose design you want to match

A domain name or existing website: _____

10. WHAT WOULD IT BE HELPFUL FOR US TO UNDERSTAND ABOUT YOUR ORGANIZATION OR BUSINESS?

*thanks for your consideration
of these questions!*

