



vmac | creative
client website worksheet

This document will help us put together a solution that best reflects you and the goals of your business. What you say will determine what we create.



Project Details

What is your current or intended address? _____
How soon do you need the new website completed? Has this date been chosen for a reason? _____
Approximately how many pages/sections will your website have? _____
Who will be responsible for maintaining the website or providing new content? _____
Do you already have a logo or branded materials such as business cards, stationery? _____

Current Website (If Applicable)

Who do you currently host your website with? _____
Do you feel your current website promotes a favourable user experience? _____
What shortcomings exist on your current website? _____
Will the existing website content be used? _____

Your Customers/Users

What types of people do you expect will visit your website most often? (age, industry, male/female, income, etc)

How is your business currently perceived? Do you want to portray the same sort of image through your website?

Your New Site and the Competition

The importance of first impressions cannot be underestimated. How should people describe your new site? (Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.) _____

What colours and/or imagery convey the personality and tone of your business? _____

Do you already make use of a consistent colour scheme? _____

Who is/will be in charge of producing/editing your new site content? _____

Do you require professional copywriting services? If yes, how many pages? _____

Please list your main competitors. What do you like and dislike about your competitors websites? _____

Are there any particular websites that you like? Why? (specific page elements, colours, typography, photos, etc.)

Do you plan to run any email or other promotional campaigns along with your new website? _____

Will your new website feature any video, music, or animated content? _____

Do you have any professional photos ready for the new website? Should purchasing stock photography be factored in to our quote? _____

Please attach one or more pages describing each of the major navigational pages for your site, along with a description of what should be included on each, and any special comments. You may use the next page as the basis of your outline, making any necessary changes.