



CHRISTI CLINE
DESIGNS

WEBSITE DESIGN

GENERAL INFORMATION

COMPANY:

ADDRESS: _____

PHONE: _____

URL: _____

CONTACT #1: _____

EMAIL: _____

PHONE: _____

CONTACT #2: _____

EMAIL: _____

PHONE: _____

BRAND NEW WEBSITE

RE-DESIGN EXISTING SITE

COMPANY INFORMATION [BACKGROUND AND OVERVIEW]

WEB DESIGN (INCLUSIVE OPTIONS)

Features:

- | | | |
|---------------|---------------------|----------------------|
| Home Page | Personalized Theme | Social Media Links |
| Services Page | Photo/Image Gallery | Custom Domain Name |
| About Us Page | Mobile Responsive | Custom Email Set-up |
| Contact Page | Website Analytics | Easy-to-Use Platform |

SEO Optimization:

- | | | |
|--------------------|----------|--------------------------|
| Keyword Population | Site Map | Meta Tags & Descriptions |
|--------------------|----------|--------------------------|

Optional:

- | | |
|--------------------------------|--------------------------------------|
| ✓ Personalized YouTube Channel | ✓ Free Google+ Business Page Listing |
| ✓ Personalized Facebook Page | ✓ Free Yellowpages.com Listing |

CONTENT DEVELOPMENT [PAGES, SECTIONS, AND ADDITIONS TO CONSIDER]

- | | |
|--|---|
| <input type="checkbox"/> High Resolution Logo | <input type="checkbox"/> Literature, Forms and/or Brochures |
| <input type="checkbox"/> Content Pages | <input type="checkbox"/> Press Releases/Television Media |
| <input type="checkbox"/> Blog Posts | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Social Media Links | <input type="checkbox"/> Graphics / Images |
| <input type="checkbox"/> Testimonials / Case Studies | <input type="checkbox"/> Digital Ads and Marketing |
| <input type="checkbox"/> Sales / eCommerce Store | <input type="checkbox"/> Videos / Podcasts |
| <input type="checkbox"/> Presentations / Infomercials | <input type="checkbox"/> News / Events |
| <input type="checkbox"/> Appointments / Scheduling | <input type="checkbox"/> RSS Feed |
| <input type="checkbox"/> Articles / References | <input type="checkbox"/> Other collateral |
| <input type="checkbox"/> Promotions / Special Offers | <input type="checkbox"/> Live Chat / Customer Support |
| <input type="checkbox"/> Client/Patient PDF Downloads | <input type="checkbox"/> Backlink(s) from other website(s) |
| <input type="checkbox"/> Additional links to Affiliate Sites | <input type="checkbox"/> Link(s) to Web Applications |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

ADDITIONAL DESIGN SERVICES [CHECK DESIRED SERVICES]

- | | |
|--|--|
| <input type="checkbox"/> Logo & Branding | <input type="checkbox"/> Content Writing Assistance |
| <input type="checkbox"/> Digital/E-Marketing | <input type="checkbox"/> Heightened Search Engine Optimization (SEO) |
| <input type="checkbox"/> Graphic Art Design | <input type="checkbox"/> Increased Brand Awareness |
| <input type="checkbox"/> Competitor Analysis and Reporting | <input type="checkbox"/> Analytical Report Management (monthly) |
| <input type="checkbox"/> Custom Ads | <input type="checkbox"/> Custom ONLINE Forms/Surveys |
| <input type="checkbox"/> Social Media Marketing | <input type="checkbox"/> Video Editing |
| <input type="checkbox"/> YouTube Channel & Branding | <input type="checkbox"/> Facebook Page Design |
| <input type="checkbox"/> Email Auto-Responder | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Posters / Flyers | <input type="checkbox"/> Custom Banners / Signage |
| <input type="checkbox"/> Brochures / Booklets | <input type="checkbox"/> Custom QR Codes |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

TARGET AUDIENCE/MARKET

- | | |
|--|---|
| <input type="checkbox"/> General Audience | <input type="checkbox"/> Adults |
| <input type="checkbox"/> Children (Under 12 years) | <input type="checkbox"/> Senior Adults (over 55+) |
| <input type="checkbox"/> Teens | <input type="checkbox"/> Specific/Other _____ |

SEO MANAGEMENT

- Do you need assistance with search engine optimization? YES NO
 - Are you familiar with any of the following?
 - Popular SEO plugins and their configurations
 - Google Analytics
 - Google AdWords
 - Google Webmaster Tools
 - Do you have any SEO accounts? YES NO
 - Do you have someone to review keywords and match future content? YES NO
 - Do you have someone who can manage updates for SEO best practices? YES NO
 - Do you have someone who can create and update unique Meta titles, tags and descriptions per web page or blog post? YES NO

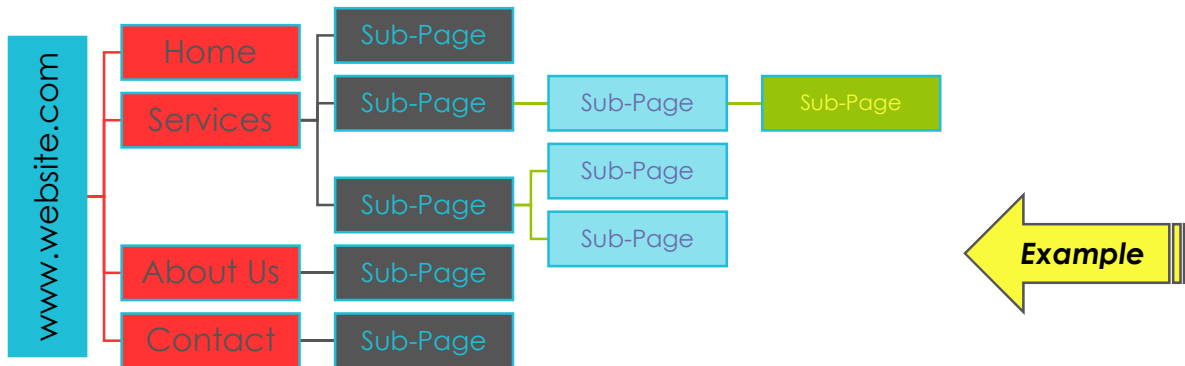
HOSTING REQUIREMENTS

- Do you have a current web host? YES NO
- If switching hosting companies, do you know where your DNS is controlled? YES NO
 - If yes, what is there contact information? _____

SOCIAL MEDIA MARKETING

	ACTIVELY USE	LOW ACTIVITY	SET IT UP	TELL ME MORE	NOT APPLICABLE
FACEBOOK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YOUTUBE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOOGLE+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TWITTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LINKED IN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PINTEREST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VIMEO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PROPOSED SITEMAP LAYOUT / DISCUSSION:



LAYOUT DRAFT:

CLIENT EXPECTATIONS / NOTES

[List any pertinent items, metrics and expectations here.]

BRAINSTORMING/NOTES

TARGET DATE FOR *LIVE* WEBSITE -

AUTHORIZED FOR DESIGN APPROVALS

First Name	Last Name	Phone

PROOF SIGN-OFF SHEET

Description:

Proof Approved

Changes Needed

Notes: _____

Signature

Date

Description:

Proof Approved

Changes Needed

Notes: _____

Signature

Date

Description:

Proof Approved

Changes Needed

Notes: _____

Signature

Date

Description:

Proof Approved

Changes Needed

Notes: _____

Signature

Date