# Client:

**Website Information**

1. Project Scope
2. Target Audience: Please list the different types of visitor who you would like to find and use the website.
3. Overall Message: What do you want people to think when they see the website?
4. Key Messages: What messages do you want to communicate to people visiting the website?
5. Call(s) to Action: What actions should visitors complete on the website (call you , send email form, view listing?)
6. Content Sections
7. Creative Input Considerations
   1. Leverage: (existing logo, branding, etc.)
   2. Color palette:
   3. Style: (professional, modern, fun)
   4. Competitive or other examples. Please list some websites that you like - what works in each design and what doesn't?

**Business Information**

1. Positioning : Why should someone choose your company over a competitor?
2. Competition : Who are your primary competitors?
3. Top Search Terms : What keyword searches would you like to show up on Google for?