Thank you.

Your time is valuable. I won’t waste it by pretending I know everything you need from the start. Please be as specific as possible so I can understand where you want to go with your website.

After I've received the completed site planner, I will follow up with you to provide an estimate or proposal as soon as possible.

Please send a copy of the completed planner to [marc@marccarson.com](mailto:marc@marccarson.com).

If you already have a website plan of similar depth and content, please e-mail it to me directly.

‒Marc Carson, Owner

## Contact information

Answer here – please include company name and information if applicable.

## Who referred you to my website and services?

A friend or colleague? Google? Answer here

## Is this work to be done for a new website, or an existing site?

Answer here.

## Do you already own a domain name (or names)? If so, please list below.

Answer here.

## What is the main purpose of your website?

Answer here.

## How is the audience of your website composed?

Answer here. For example, “CEOs in need of a financial audit,” “local donors,” “women over 40 with a Ph.D.,” etc.

## What does your website need to communicate, or sell, to that audience?

Answer here. This can be an idea, a service, a product, a mission, a goal, etc.

## Please list any websites that inspire you, or offer similar services, or which may help me understand your website goals.

Answer here.

## Are there any special features you think you'd like to have?

Answer here. Examples include: Online forms, a staff or leadership directory, a search engine, a news or blog area, etc. Many website owners forget to include things like: A place to post news and updates, a site search feature, and a contact form.

## Would you (or your staff) like to be able to edit the website text by yourself?

Answer here. If you plan to add news to your site, or wish to update the content often, this is probably a good idea. For a site with content that will not change often, you can skip this feature and let me do the updating for you. For optimal search engine performance, It's a good idea to keep websites updated with new content on a frequent basis.

## Have you planned your site's structure and content? If so, please provide details.

Answer here. If you have prepared a site map or wireframe document, please send it to me along with this document.

## Do you have existing logos, photos, videos, or other content for your site? If so, please list the type of materials you have.

Answer here. Please list things like pamphlets or photos you may have.

## Are you able to share your budget with us?

Answer here. Some budgets, for example the “$1,000 website” may be better suited for freelancers on the lower end of the web design profession. If we have an idea of your budget, we can usually help you find better results, faster.

## Do you have a deadline? If so, when is it?

Answer here.

## Additional notes

List any other things I should know here. When you're done, please email this document to Marc Carson using the contact information at the top. Thank you.