

# INTAKE FORM

Your answers will help clarify your general needs and the direction of your online business goals. Please fill out the form as completely as possible and email it back to [annmariepopko@gmail.com](mailto:annmariepopko@gmail.com)

## CONTACT INFORMATION

Company Name  
Website Address  
Contact Person  
Company Address

Phone Number/Fax  
Email Address

Hours of Operation

What is the main purpose of your website? (sales/e-commerce, information, promotion, etc.)

## DESIGN PREFERENCES

Describe your current/ideal company color schemes or logo colors:

Do you have any typeface preferences?

Are there any websites that you admire or wish to emulate? Think in terms of general style, function, content, etc.

Page Names/Navigation Tabs - list the tabs you might see on your company website (examples: Home, About, Bio, History, Services, Shop, Menu, Products, Price List, Artists, Events, Gallery, Portfolio, Satisfied Customers, Donate, Links, Contact, etc.)

Preference as to the location of the navigation tabs (Horizontal/along top of page vs. Vertical/on left side of page)?

## BUSINESS PERSONALITY

Describe your product/service in 2-3 sentences:

Describe your product/service/company personality:

Describe your client and/or target customer...who they are, what they are looking for:

List 10 key words that potential customers might use to search for you online (ex. "hair extensions", "gourmet candy", etc.):

## E-COMMERCE

How many products do you intend to sell online?

How many categories do they fall into?

## WHAT DO YOU NEED? (yes/no)

Website Design  
Website Hosting Company  
Domain Name Setup  
E-Commerce Web Pages/Shopping Cart  
Merchant Account/Paypal Account Setup  
Personalized Email Addresses (ex. [joe@yourgallery.com](mailto:joe@yourgallery.com))  
Blog  
Facebook Page  
Written Content - bio/history of business, promotional copy, etc.  
Product Images/Location Images  
Brochure  
Rack Card  
Signage  
Business Cards