



TM

Online Software Solutions • Web Design • Mktg
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Tel 310 301 8166x221 Fax 310 823-2126

Your Name:

Company Name:

Address:

Phone: ()

Fax: ()

email address:

Company Description:

Industry Type:

What is your target launch date?
/ / 20__

Competitor's Web Site Addresses:

What kind of site do you want?

Wordpress SmartSite PopUp Portal
e-Commerce Big Data Other

What type of style do you want?

Custom Artwork Cartoonish Clean
Collage Dark Futuristic Geometric
Punk Minimalist /Gallery Video Portal
Retro Corporate Urban / Street
Vector Neutral

How will the success of the site be measured?

Financially Data Registration Other

Basic Goals of Project:

(e.g., branding, promotion, direct sales etc.)

What is your project budget range?

\$3-5K \$6-10K \$10-17K \$18-25+K

Do you already have a domain name?

Yes No If yes, please list:

http://www.

If yes, do you simply need site maintenance?

Yes No

Will the web site reinforce an existing branding or marketing strategy?

Yes No

How many decision makers involved?

1 2 3 More _____

Audience:

What type of visitors do you want to attract?

Shoppers Fans Information seekers

Will visitors need to save/copy parts of your site?

Text Audio Video Images

Content: (includes text, visuals, audio, etc.)

Will content be new, re-purposed, or both?

New Re-purposed Both

How often will you add new content?

Monthly Weekly Daily

What type of content will McCartney be updating?

Text Audio Video Images

We want to update our site ourselves

Do you know web coding/CMS? Yes No

What is your monthly budget for updates?

\$300-500 \$600-1000 \$1200-2K
\$2500+

Do you need social media mgmt?

Yes No

Unique programming requirements
(anything specific that makes your project unique)

Colors you prefer _____

Colors you dislike _____

Are there extraordinary security/firewall issues?

Yes No Don't Know

Do you have databases that will interact with the site?

Yes No Don't Know

If yes, what format are they in?

SQL Tab Delim Comma Delim

ACT Other Don't Know

If so, are you willing to engage in a Requirements Analysis Process?

Yes No Don't Know

Are there other technical issues or limitations?

Yes No Don't Know

Hosting & Connectivity:

Where will the site be hosted?

We have a host already Please recommend

Information Gathering:

Do you wish to collect data via forms?

Yes No Don't Know

Do you wish to perform mass e-mail blasts?

Yes No Don't Know

Do you wish to monetize / lease this data?

Yes No Don't Know

Do you wish to rent addresses to promote?

Yes No Don't Know

CGI / Custom Applications:

Do you plan to have an SSL (secure) area?

Yes No Don't Know

Do you plan to conduct e-commerce?

Yes No Don't Know

Do you have a credit card / merchant acct?

Yes No Don't Know

If yes, how many items of inventory are in your system?

Is the site required to perform any other functions such as zip code look up, cookie issue, reminder service, password protection?

Yes No Don't Know

Content:

Who will provide the final, proofed copy, images / videos / white papers?

You Your Ad. Agency/PR McCartney

Undecided

Other Comments/Questions:

when complete
please FAX to:
310-823-
2126

