

Business Name:

Address:

Phone:

E-Mail:

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**Website Purpose:** (sell product, gather information, teach a subject, personal site, etc.)

**Website Target Audience:** (who do you want to visit your site? Adults, children, men, women, mass market, select demographic, etc. )

**Web Competition:**(what websites are you in competition with? List the sites.)

**Websites You Admire:**(Is there a look and feel you've seen on the internet that you like? List the sites.)

**Website Traffic Goal:**(How many visitors would you like to see visiting your site by day, week, month?)

**Importance of the Website:**(What priority is the website development project with you/your company?)

**Launch Date Goal:**(When do you absolutely, positively need the site launched?)