

Client: _____

Date: _____

1. Overview:

a. Why you would like to have a new/redesigned website (what are you hoping to accomplish)? Check all that apply:

- It could look better
- The current platform is too limiting
- To have more business
- I need to incorporate more video/pictures into the site
- To reinforce my reputation as a leader in my field
- Other (specify)

b. If this is a redesign, what should stay and what should be removed?

2. Content:

a. Who is your target audience (demographics)? What kind of people do you want to visit your site?

b. Why are people coming to your website? Check all that apply.

- For information
- To hear music and/or see video samples
- To buy my products
- Curious about me (family, friends, colleagues, etc.)
- Other (specify)

c. What content would you like to see on your site? Weight the importance. (1 = least important, 4 = most important, N/A = not applicable)

	1	2	3	4
High resolution logo				
Content Pages				
Blog Posts				
Literature/Brochures				
Press Releases				
Testimonials				
Video/Podcasts				
Images				
Articles				
Events				

Other (specify):

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- d. Please email me your bio and **boldface** any particular item(s) that you would like to be highlighted.

- e. Do you have any strengths that you'd like me to incorporate into your site? Any weaknesses that might be useful for me to know about?

3. **Appearance:**

- a. How would you describe your personality? Would you like your website to reflect it? If not, what kind of personality would you like to reflect?

- b. Which of the following moods would you like to convey with your website? Check all that apply. Feel free to email me one or more images that convey the type of mood you'd like to create.
 - Quiescent and Soothing
 - Sleek and Modern
 - Quirky and Offbeat
 - Edgy and Avant-garde
 - Sensible and No-nonsense
 - Minimalist/Simple
 - Other (specify):

- c. What color preference(s) do you have for conveying this mood? Feel free to include HTML color codes below.
 - Warm colors (red, orange, yellow, etc.)
 - Cool colors (blue, gray, white, green, etc.)
 - Neutral colors (beige, ivory, taupe, black, etc.)
 - Other (specify below)

- d. What musician websites do you like? Explain why you like them. Provide the URLs.

- e. Are there features from competitor sites that you would like to incorporate into your own? Specify and list their URLs below.