

# Web Design Consultation & Proposal For

Business Name :

Client's Name :

Address:

City:

State:

Zip:

Phone:

Fax:

Date of Meeting

Time:

**By :**

Name :

Designation:

Company:

Address :

Note : This worksheet will help you understand your client's need and help you identify the best course of action that a designer should take.

**Step 1 : Understanding the Client's Market :**

Q1) Please explain the demographics of your market like how old they are, what kind of income profile they belong to etc.

Q2) Why do you customers want to buy from you?

Q3) Who are your competition?

Q4) What they do better than your company?

Q5) What you can provide better than your competitor?

Q6) How many employees your company have?

Q7) How many years You have been in this business?

Q8) Do you currently have a website? Yes, then Please give the address www.

Q9) Objective of your current site?

Q10) Whats the Size (pages) of the website?

Q11) Which features would you like to keep?

Q12) Which of the current features you'd not like to have?

Q13) What kind of feedback you got from this site?

Q14) Do you want any special services (ie blog, search function, guestbook, live chat help etc ) within your website?

Q15) Do you want Shopping cart or e-commerce enabled website?

Q16) Do you have a layout in your mind?

Q16) Will you provide all the resources like content, graphics etc?

Q16) Do you need regular on site maintenance

**Step 2 : Write down Site's Objective:**

Obj 1) Establish a brand, presence on line.

Obj 2) Generate Business leads

Obj 3) Offer customer service

Obj 4) Provide information (content) to your customers (i.e. Newsletter).

Obj 5) Any other objective \_\_\_\_\_

**Step 3 : On-site Site Review**( This will help you brand yourself as a web design expert and It should be done even before the prospect hires you to do the job. This is where you'll differentiate yourself from rest of the pack)

## Web Design Consultation

by Varun Pratap

Rev 1) Design elements like color co-ordination, graphics and layout (3 column, 2 column) Discuss why one layout might be better for their desired objective.

Rev 2) Discuss the coding behind the website like bad coding (too much junk, CSS, or use a site creator like dreamweaver or frontpage and how they are not good options)

Rev 3) Discuss how their website is losing credibility and might be losing sales?

Rev 4) Discuss how few elements that you propose could help improve credibility...

Rev 5) Discuss why their site structure and keywords are not good ( Note : Find a good Search engine course and know more about this. If you can't, just email me - Varun)

Rev 6) Discuss the overall Search engine optimization issues with their sites.

Rev 7) Discuss any other topics you might think would be related to your client's market.

Step 4 : Closing

**Your closing line** : Here's how we work, We'll build a prototype and show it to you and make sure the design is Ok by you personally. We take care of all the On page Optimization for search engines, so you don't have to worry about that.

We use a very unique approach as to other designers \_\_\_\_\_ Push Your USP here \_\_\_\_\_

Did you know that we offer 100% satisfaction offer? Which basically means is that we'll ensure that you are 100% satisfied with our work otherwise we'll do it again.

We'll write down a proposal for this work we'll explain everything in detail about the work we do on your website and contact you in 24 hrs.

Thanks for your time.

## **Copyright Notices**

**Copyright © 2004-2007 by Varun Pratap Singh**

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:  
Varun Pratap Singh  
<http://www.varunpratap.com>

## **Legal Notices**

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.