

SOSTRE ASSOCIATES

CONSULTING · DESIGN · DEVELOPMENT

1. What are the main goals of your website (informational, lead generation, product sales, etc.)?
2. What message(s) do you want the site to convey to your audience?
3. What makes you different from your competition?
4. Who are your primary competitors?
5. Why would someone choose to do business with them, instead of you?
6. Tell me everything you can about your customers and potential customers.
7. How does your business make money? (What is your primary business model?)
8. Are there any niche markets that your product/service would fit well with?
9. Do you have any website examples that you like in terms of look and feel?
10. How do you want your website main navigation developed? Please choose one of the following:
 - One level similar to this: <http://www.haddadandsherwin.com>
 - Two level similar to this: <http://www.sostreassoc.com>
 - Three level similar to this: <http://www.ejbarry.com>
11. Provide a site map of your new website, such as the following:
 - Homepage
 - About Us
 - Locations
 - Services:
 - service 1
 - service 1
 - News & Articles
 - Contact Us

The questions below are only applicable if we are designing a logo for your business

12. What type of logo appeals to your business, such as corporate, modern, professional, or out of the box?
13. Do you have any logo examples you like?
14. Do you have a tagline you want with your logo? If so, please provide.
15. What type of emotional grab do you want people to feel when they see your logo?

Sostre & Associates

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