

# Kaufman Web Design

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*Professional Designs, Personal Touch*

## Estimate Request Form

In order for us to provide an estimate, we need to know the details of the web site you have in mind. This form will guide you in providing the information we need and will serve as a Request For Proposal on which we will base our estimate.

Please type your answer after each question. Neatness, grammar and punctuation do *not* matter, but completeness definitely *does*! When you're done, you can fax it to 919-620-5752. We'll go over it and provide you with a proposal and estimate.

We realize that this will require some time and effort, but it's crucial to the estimating process. Thank you!

### Contact Information

Your name and title:

Name of business or organization:

Your email address:

Best phone numbers for reaching you:

### Company Information

Company name:

Please describe your company or organization in a few sentences:

Other than you, who else will be involved in guiding this project to completion?

## **Existing Web Site**

If you have an existing web site, what is the URL?

In what ways is this site falling short? What would you like to change, add or subtract?

## **Purpose and Goals for Web Site**

What are the purposes of this web site? Who is your target audience, and what will they be able to learn or do there?

## **Domain Names and Hosting**

Do you have a domain name or names registered? What are they?

Like most web developers, we would always prefer to make hosting arrangements for sites we produce. Will that work for you, or do you have an existing commitment to a particular web host?

## **Text and Graphic Content**

Please make a list of planned site pages and/or groups of pages. (attach separate sheet if necessary)

Do you have a company logo you're satisfied with and want to use?

Please describe any other graphic images (photos, illustrations, etc) you already possess which would be included on the web site? What is the approximate total number of graphics?

### **Design Style and Branding**

Is there a specific design style you wish to incorporate into the web site? If so, please describe it as well as you can.

### **Interactivity, E-commerce**

Will the site need a form allowing site visitors to contact you for information?

Will the site be selling anything? If so, please describe the type and number of products, and tell us as much as you can about how you'd like your shopping cart and checkout process to function.

Please tell us about any other interactive features you would like to incorporate.

### **Animation/Audio/Video**

Do you plan to include animation, audio or video on your site? If so, please describe it.

### **Future Maintenance Options**

We do not recommend that you work directly on your site using FrontPage or any other web design software. We can maintain your web site, with fees based on time required. Are you interested in considering this type of maintenance?

### **Time Frame and Budget**

What is your time frame for producing and launching the site?

Please give us a sense of your budget for the web site. If this is difficult, please at least provide a low and high figure.

### **Search Engine Placement**

Are good rankings on search engines important for this web site? If so, please list the most important key words or key phrases which would be used to find you.

### **Accessibility**

Are there any special requirements in regard to access for the disabled?

### **Other Considerations**

Please tell us anything else we need to know about the planned web site.