

# Client-Side Profile

For Web LB to create an effective website for your business I need to understand what your expected outcomes are. Having a firm understanding of your business philosophy's, needs, customers, and purpose will help me cater to your specific needs. I don't create websites; I collaborate with you to create an asset that will help your business grow. This process will not only give you powerful marketing and business tool but will also give you the skills and knowledge to update and manage your own website. If a particular field doesn't pertain to your business just leave it blank. This is an interactive PDF and allows you to fill in the answers using Acrobat Reader. Please e-mail back the finished client-side profile. I will consider your feedback and devise a short list of questions for our first meeting. Thank you for choosing Web LB and I look forward to working with you.

## Contact Info

Your Name:

E-Mail Address:

Physical Address:

Phone Number:

## Company Info

Company Name:

E-Mail Address:

Physical Address:

Phone Number:

# Describe Your Business



## Describe your service

What industry are in?

What product/service do you Provide?

## Mission Statement

Paste your Mission Statement Here. This will give me an understanding of your buisness philosophy and goals.

## Describe your Average Client

Average Age:

Current Gender Mix:      %F      %M

Gender Mix Desired:      %F      %M

What do your clients do for Fun?

Why do your clients need your service/product?

# What do you Like?

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The best way for me to gain a clear sense of your likes and dislikes are to give examples. Surf the web for 10 minutes looking for websites that you like and dislike. Think about why you like or dislike these sites. Is it the navigation, graphics, content, or structure?

## Give us Examples

Please give four examples of webpages you like and four examples of webpages you dislike. Paste their URL's Below and describe why.

Examples you Like

Examples you Dislike

# Style and Design!

Customers will make a first impression within 10 seconds of viewing a website. Style is IMPORTANT! It gets their attention and contributes to their overall opinion of your company.

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BARKEER

## Images

What characteristics would you like to see in the stock photography used on your site?

## Highlights

What would you like highlighted on your home page? Include no more than 3 aspects of your service or product you believe warrant extra attention.

## Your Design Preferences

If you have color preferences, or a vision for the palette of your new site, describe below:

## Schedule a Meeting

Please email this client-side profile back to [weblbdesigns@gmail.com](mailto:weblbdesigns@gmail.com). The next step is to schedule a meeting to discuss your web site. I greatly appreciate your business and look forward to our first meeting.