



Global Marketing Plus, LLC

3207 South Bountiful Blvd • Bountiful, Utah 84010 • (801) 298-2336
www.globalmarketingplus.com

Design Worksheet

UNIQUE SELLING POINT: What sets you apart from the competition? How is your product or service different?

DEMOGRAPHICS: Define your target market. Age, gender, income, or anything else that describes your ideal customer.

BUSINESS SUMMARY: Briefly explain your business and any industry trends or insights that should be considered

SITE GOAL: What are the main goals the website needs to achieve?

COMPETITION LINKS: List links to your competitors. Note any features or elements you like/dislike.

EXAMPLE LINKS: List URLs and notes for websites that have design or functionality similar to what you are looking for.

CURRENT SITE: What functionality, design, etc do you like/dislike about your current site?

ADJECTIVES: List some adjectives that describe the look and feel you would like your site to have.

HOME PAGE ELEMENT: List any specific images, functionality, or design elements you would like in the home page design.

CALLS TO ACTION: Provide details for any specific calls to action you would like emphasized in the design.

TAGLINE / MESSAGING: What is your current tagline or messaging?

HOME PAGE NAVIGATION: List the exact button names for your home page navigation.

COLORS

List Pantone, RGB, CMYK,
or general color information

LOGO

- Client to provide in digital format.
(Preferably in .jpg or gif formats)
- Logo to be designed or digitized by
Global Marketing Plus
(Hourly design rates apply)

PHOTOGRAPHY

- Client provided design photos Global Marketing Plus Stock Photos
- Client provided product photos Global Marketing Plus photo shoot

I am aware that Global Marketing Plus will not be held responsible for the misuse of unauthorized copyrighted images and photography on my website and I assume all liability and responsibility for any illegal use of copyrighted materials on my website

Initial _____

Date _____

SCREEN RESOLUTION

1024 x 768 / 800 x 600

* Our statistics show that from a sample of 20,000 visitors, 80% had screen resolutions of 1024 x 768 or larger. About 13% were set at 800 x 600

BUDGET

What budget do you have to work with?

PAGE text and layout. Please include the next two pages for each page on your website.

Page name: _____

Title _____

Keywords and Key Phases people may put into Google to find this page:

Page Description: _____

Special Instructions: _____

PAGE text and layout. Page name: _____ Show the general layout you have in mind.