

Thanks for choosing Keelmark Digital. Fill in whatever you can, and do not worry about the blanks, that is what we are here for. If you do not have a logo, photos, or written content, just check the box that says so and we will handle it. Return this to contact@keelmarkdigital.com and we will follow up with next steps.

1. ABOUT YOUR BUSINESS

BUSINESS NAME

EMAIL

EXISTING WEBSITE (IF ANY)

CITY / SERVICE AREA

OWNER / MAIN CONTACT

PHONE

INDUSTRY / WHAT YOU DO

VETERAN-OWNED?

☐ Yes, VOSB ☐ Yes, SDVOSB ☐ No

2. ABOUT YOUR PROJECT

WHICH PACKAGE ARE YOU LEANING TOWARD?

☐ Starter ☐ Growth ☐ Full Stack ☐ \$0 build + care plan ☐ Not sure yet

WHAT IS THE #1 JOB THIS WEBSITE NEEDS TO DO?

WHO ARE YOUR IDEAL CUSTOMERS?

TARGET LAUNCH DATE

BUDGET RANGE (OPTIONAL)

3. PAGES & FEATURES YOU WANT

☐ Home ☐ About ☐ Services ☐ Contact ☐ Blog / News ☐ Gallery / Portfolio ☐ Testimonials / Reviews ☐ FAQ
☐ Booking / Scheduling ☐ Online store ☐ Other:
☐ Contact form ☐ Newsletter signup ☐ Live chat ☐ Payments ☐ Members / login ☐ Maps / directions ☐ Social links

4. BRANDING & DESIGN

DO YOU HAVE A LOGO?

☐ Yes, I will send files ☐ No, design one for me

BRAND COLORS (IF ANY)

WHAT LOOK AND FEEL ARE YOU GOING FOR? (CLEAN, BOLD, FRIENDLY, PREMIUM, ETC.)

DO YOU WANT US TO DESIGN GRAPHICS TOO? (LOGO, SOCIAL, PRINT)

☐ Yes, get me a quote ☐ No, not now

5. CONTENT & PHOTOS

WRITTEN CONTENT (PAGE TEXT)

☐ I will provide it ☐ Write it for me ☐ A mix

PHOTOS / IMAGES

☐ I have my own ☐ Use stock images ☐ Need photography

6. SITES YOU LIKE

List 1 to 3 websites you like (competitors or not) and a word on what you like about each.

SITE 1 + WHAT YOU LIKE

SITE 2 + WHAT YOU LIKE

SITE 3 + WHAT YOU LIKE

7. ACCOUNTS & ACCESS

DO YOU OWN A DOMAIN NAME?

☐ Yes: ☐ No, need one

CURRENT HOST (IF ANY)

No need to send passwords here. We will request any access securely when the project starts.

8. ANYTHING ELSE WE SHOULD KNOW?

Ready when you are.

Return to contact@keelmarkdigital.com and we will book your kickoff. Missing pieces are normal, we fill the gaps.