

# Website Design Worksheet

Company: \_\_\_\_\_

## Style

Desired descriptors/attributes: \_\_\_\_\_

Primary Color: \_\_\_\_\_

Accent Color 1: \_\_\_\_\_

Accent Color 2: \_\_\_\_\_

Animations: \_\_\_\_\_

Graphics Types: \_\_\_\_\_

Font Style: \_\_\_\_\_

Number of Subpages: \_\_\_\_\_

Shop Layout: \_\_\_\_\_

## Purpose

Primary Function: \_\_\_\_\_

Secondary Functions: \_\_\_\_\_

Desired Traffic: \_\_\_\_\_

Desired Contact Level: \_\_\_\_\_

## Checklist

SEO Plugin: \_\_\_\_\_

Analytics Plugin: \_\_\_\_\_

Shop Plugin: \_\_\_\_\_

Theme: \_\_\_\_\_

Information Footer: \_\_\_\_\_

Logo: \_\_\_\_\_

Product Descriptions: \_\_\_\_\_

About Page: \_\_\_\_\_

Employee Page: \_\_\_\_\_

FAQ Page: \_\_\_\_\_

Contact Page: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_