



## Web Site Questionnaire

Please answer the questions below in as much detail as possible.

Designing a web site is much more than stringing a series of pages together. Your web site is your window to the world, and more importantly, the world's window to you. In many cases your web site is the first impression people form of your business. It represents you, your products and your services and serves to enhance your brand and image. There are many details involved in creating a successful website. Therefore it is important that we have a good understanding of what the website's core business purpose is and to be clear on expectations. Your thoughtful answers to the questions below will help us create a great web presence for you. Please keep in mind that great websites are built around its visitors. Please don't feel like you need to answer every question before you return it to us. You can start by answering the ones you are most clear about, and we can work on the other questions together.

Company Name:		
Address:		
City:	State:	Zip:
Telephone:	Fax:	
Contact Name:		
Contact Phone:	Contact e-mail:	
Do you currently have a Domain Name? <input type="checkbox"/> Yes <input type="checkbox"/> No	If you currently have a domain name, what is it?	
Who is your current domain registered with? ( Network Solutions, GoDaddy, Register.com, etc)		
If you do not have a domain name, would you like us to order one for you? <input type="checkbox"/> Yes <input type="checkbox"/> No	If you want us to order your domain, what name would you like?	
Do you have a hosting company? <input type="checkbox"/> Yes <input type="checkbox"/> No	When do you want to launch your new site?	
Do you plan to maintain and update your own site? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	Would you like us to maintain and update your site? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	

## Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your web site? What do you intend to accomplish with it?

Do you want people to: (check as many as apply)

- Learn more about your business or organization  Hire you to perform a service  Buy products from you  
 Join your organization  Communicate with you  Become part of an online community  Other: Explain:

## Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

Where is your primary target market located? (e.g. Specific town, state, region, country, etc)

When people visit your site, what do they want? (check as many as apply)

- Information about a topic  Information about your products, services or organization  To be entertained  
 To comparison shop or to buy a product  To connect with others of similar interests  Other: Explain:

## Image & Style

The visual elements, graphic design and color scheme of your site will communicate volumes to your visitors about you and your business.

What **image** do you want to project?

- Traditional  Contemporary  Conservative  Cutting Edge  Formal  Casual  Serious  
 Friendly  Corporate  Personal  Expensive  Affordable

Comments:

Do you have any existing graphic or promotional materials?  Yes  No

Do you have a logo?

Yes  No

If not, would you like our assistance in designing one?

Yes  No

Do you have photos that you wish to use on the web site?  Yes  No

List 3 or 4 web sites you like (design, color scheme, layout):

What do you like about these sites?

## Content

Do you have an outline of the content for your site?

Yes  No

Is the content for your site written?

Yes  No  It's in process

Do you need help in developing, writing and/or editing the content for your web site?

Yes  No

If your site outline is done, how many sections do you have, and about how many pages in each section? (One web page equals approximately one 8 ½ x 11 sheet of paper with double spaced type.) If you have not determined the sections of your site, how many total pages do you have?

\_\_\_\_\_ Sections \_\_\_\_\_ Pages per section \_\_\_\_\_ Total pages

If you are selling products, approximately how many will be on your site?

If you are selling products, do you have a merchant account to accept payment by credit card online?  Yes  No

What keywords would someone type into a search engine (Yahoo, Google, MSN, etc) to find your site?

## Functionality

What special functions will you need for your web site? (check all that apply)

- Mailing list    Message board or forum    Contact or feedback forms    Online Survey capability  
 Shopping cart    Password protection for certain pages    Music clips    Video clips    Flash content

Do you need a detailed Traffic Report? – (i.e. number of visitors, most popular pages, Search Engines stats, etc).

- Yes    No

Comments and questions:

**Thank you for taking the time to answer these questions. Your input is essential in helping us create a professional, effective online presence for you. If you have any questions or concerns, please don't hesitate to contact us.**

## Approvals

This is the  Final  Draft version of this questionnaire.

Approved by:

Signature:

Date: