

# Web Questionnaire

Fields with \* are required.

## Contact Information

Contact Name/Company Name\*

Contact Email\*

Contact Phone Number\*

Date\*

## The Basics

1. What is the name of your company, your website and the current/intended web address?\*

2. Do you have a logo? Yes or No:\*

3. Describe your company and the concept, product or service your site will provide.\*

4. Who are the decision makers on this project? What staff will be involved? What are their roles/titles?\*

5. When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates? What is the turnaround time for making project decisions? What is your deadline for completing the site?\*

6. Is there a Webmaster on your staff? Who will be maintaining & updating it?\*

7. Your budget dictates how much time we can devote to your website. What is the budget for this project?\*

## **Your Objectives**

8. What are your main reasons for commissioning a new website?\*

## **Your Audience**

9. Describe the different types of visitors to your website in as much detail as possible.\*

10. How do you think your audience currently perceives your company?\*

11. Why will people use this kind of site?\*

12. Why will people choose your site over others?\*

13. What do you imagine people would want to do on your site?\*

## Content and Design

14. Describe how you would like users to perceive the new site. \*

15. Please list the websites of competitors and organizations in a related field. What works? What doesn't? \*

16. List websites you like the visual design of and explain why. \*

17. Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user? \*

18. If you need a content management system, please describe the features you would like. \*

19. Are you interested in learning more about how to position your website design with your strategic brand communication? \*

20. COPY: Where is the website content coming from? Who is responsible for updating it? Is it ready for use on your website? Has it been copy-edited?\*

21. Do you have a collection of images to use for your site?\*

### **E-Commerce**

If you are planning on having E-Commerce on your website, please fill out the section below. If not, please skip this section.

22. What will you be selling on the site?

23. How many items will you be selling?

24. National or International shipping?

25. One language or multi-language? How many and which if multi?

26. How will you accept payment: PayPal, Credit Cards, etc.?

27. Will you be doing promotions?

28. Any other special functions that we need to know about?

29. What e-commerce sites have you seen and liked?

## Marketing Your Site

30. Do you need a newsletter, sign-up option on your site? Yes or No: \*

31. If you already have a newsletter platform set up, please tell us the platform: \*

32. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third? \*

33. Other than what search engines will produce, what methods do you have in mind to spread the word about your website? \*

## Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

Comments, questions, concerns, etc.

## Do You Need Other Business Contacts?

Are there other services or business contacts that you need? Please let us know. We do a great deal of networking and like to keep resources for our clients in our Rolodex, so simply ask us if you need assistance with other service providers.

Business contacts:

**After submitting this form, please expect to hear from us about your project within 1 business day.**