

Web Site Development Questionnaire

The answers to the questions below will help me understand what your web site needs are and how to meet them. Please fax or email your answers. Thank You!

1. General Information

- a. What is your company name? _____
- b. What is your web site address? Have you registered the domain name yet? If yes, for how long is it registered? _____
- c. Do you have web hosting? _____
- d. If you have hosting, who is your host? Is your hosting on a Microsoft or Apache server?

- e. How soon do you need your site completed? _____
- f. Is this a redesign of an existing site or a brand new site? _____
- g. If this is a redesign, please describe the main problems with your previous site.

- h. If this is a redesign, please describe what you like and want to preserve about your current site. _____

2. Objectives

- a. What are the main reasons you need a web site? _____

- b. What are your primary objectives for the web site? _____

- c. What will you sell, promote or convey with this web site? _____

- d. What is the main problem you hope to solve with this web site? _____

- e. How will you measure the success of this site? _____

3. Your Web Audience

- a. Describe what you think a typical visitor to your site is like; give age, occupation, income level, purchasing habits, etc. _____

- b. What is the primary action you want your site visitors to take when coming to your site?

- c. Is there specific information that you want to be sure each visitor will see? If so what?

- d. What are the reasons why your site visitors will choose your products or services?

4. Perception, Look & Feel

- a. Use a few adjectives to describe how your site visitor should perceive your site.

- b. Please list competitor web addresses. How do they compete with you?

- c. List the web addresses of any sites you like. What do you like about them?

- d. Are there colors, typefaces, images or other visuals that you would like to use in the site design? _____

5. Content

- a. Will you be creating new content for the site? Do you need help with content creation?

- b. If you have content, how is it organized? Do you have an outline showing its structure?

6. Features & Updates

- a. Are there specific technologies that you know you would like to use in the site? If so, please describe your ideas?

- b. Do you need to be able to make your own updates to the site in the future? If yes, please describe your intended updates. _____

- c. Will you have a need for secured transactions or for secure areas? Please describe. _____

- d. Please describe the features you wish to include in the site? _____

7. Marketing

- a. How will your users find your web site? _____

- b. Do you plan to use social media (Twitter, Facebook, etc.) to market this web site? Describe your plans. _____

- c. Do you have traditional media marketing plans for this site? Please describe. _____

8. Additional Information

Please add any additional relevant information: _____

