



In order to simplify the website design process, we have developed this questionnaire to gather the information required. Please fill out the form below as completely as possible. Whether you decide to have us design your site or someone else, the information compiled here will speed along the process of designing your website.

Contact Name: _____

Company: _____

Phone: _____

What is the nature of your business?

Do you currently have a website? If so, what is your URL (web address)?

What immediate goals do you have for this website?

What long-term benefits do you want this website to provide?

What outcome will make this website successful? How will you measure success?

Please identify any identity/branding assets (logos, other artwork, and fonts) or issues.

Purpose

Please assign each of the below choices a value between 1 (least important) and 10 (most important) in the space provided.

_____ Obtain names, addresses and other information about visitors for use in mailing lists

_____ Obtain demographic information about your customers through online questionnaires

_____ Promote your product line / services

_____ Have an online catalog

_____ Brand ID (create an easily identifiable image)

_____ Improve access to information (customer support)

_____ Establish presence on the Web

_____ Have a better, more effective Web presence than your competition

_____ Send the message that your company is "Web-savvy"

Content

Is the current content in hard copy, electronic form, both, other?

What sort of content will be incorporated into the website (place a check mark by all that apply)

_____ Information about the company (history, employees, etc.)

_____ Featured products/services

_____ Online catalog

- _____ Product/Service Order form
 - _____ Visitor feedback form
 - _____ Tips & tricks regarding your company's products/services
 - _____ Visitor suggestions for new products, services etc.
 - _____ Contests / Giveaways
 - _____ Frequently Asked Questions (FAQs)
 - _____ Links to other websites
 - _____ Other (please describe):
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How often will you be adding or changing content?

Your "I love it!" list:

This is a very important part of this questionnaire. The more effort you put into researching this list, the better your website will be. Find the highest-quality site(s) (more is better) on the web that relate(s) to your website in the following categories and list them in the space provided. Please also note what specifically about the websites caused you to choose them for that category (e.g., a certain graphic or interactive feature that you particularly liked). Also, feel free to note sites that you really DON'T like - they can be just as important in designing the website.

Branding in a situation similar to yours (reinforcing an established brand, creating a new brand, etc.):

Appeal to the same target audience of customers:

Colors, look/feel, user interface, navigation, layout:

Attracting new people to the site (newsworthiness, giveaways, impact, etc):

Quality of content:

Quality of graphics:

Functionality/interactivity (things sites do for people):

Overall favorite sites (for whatever reason):

Do you currently have your own domain name? _____