



WEB SITE QUESTIONNAIRE

Basic Info

Your full name: _____

Company name: _____

Company address: _____

City / State / Zip: _____

Telephone / Fax number: _____

Type of web site: _____

Brief description of site desired: _____

Launch date: _____

Is your launch date flexible? Y / N Current web address (if available): _____

Do you currently have web hosting? If so, with whom? _____

City / State / Zip: _____

Project Specifics

When people visit your web site, what actions do you want to inspire?

- The purchase of a product or service
- To visit your premises
- To contact you by phone, post, email or fax
- To request more information
- If other, please describe:

In what way do you differ from your competition?

- Product
- Expertise
- Years in business
- Location
- Customer Service
- If other, please describe:

Where do your customers usually obtain information?

- Magazines/Newspapers
- Phone book
- Word of mouth/recommendation
- Radio/TV
- Not sure

What is the primary purpose of the site?

Have any other goals been identified?

What sort of customers are likely to visit?

What information are they likely to be looking for?

How many pages of information and/or products do you estimate are required?

Are you aware of competitor web sites? If so, please list:

How do you want to differ from your competitors web sites?:

Is there any custom photography needed? If so, what kind (studio, product shots, locational) and approximately how many images are needed?

Is there a need for illustration or custom graphics? Please explain:

Will your site need a blog?

What is the project budget?

The Brief:

Please supply a brief description of the design you are looking for. Example web addresses of sites that you think work or like the look of should also be included here.

>> Many thanks for your willingness to participate in this questionnaire; the more information I have about you and your business, the better work I can provide to help you reach your goals!