

Web Development Questionnaire

Your Contact Information

Name & Title: _____

Company: _____

TEL: _____

FAX: _____

Address: _____

Marketing & Business Considerations

What are your goals? What should the website be or do? (choose all that apply)

- Brand/Image Enhancement
- Informational
- Sales/Promotional
- E-commerce (with a 'shopping cart' to allow visitors to buy products)
- E-service ('e-products' & services such as downloads, memberships, etc)
- Employment Applications
- Search Engine Optimized
- Other _____

Who are the target audiences for this website? (choose all that apply)

- Customers (Business to Consumer – 'B2C')
- Prospects
- Employers
- Potential Employees
- Shareholders
- Vendors/Suppliers/Partners
- Franchisees
- Other _____

What geographic area(s) are you targeting?

- Local
- Regional
- National
- International/Multinational

Putting yourself in the position of a potential customer, what types of information or reasons for doing business would expect to find on your site?

- Catalog of Products and/or Services
- Product Specifications/Comparisons with Competitors
- Thorough Descriptions of Products/Services Offered
- Pricing Information
- Product Availability
- Physical Location of your Business/Organization
- Hours of Operation
- Availability of Support
- Contact Information
- Company Background
- Partner/Affiliate Information
- Discussion Boards/Community Interactivity
- Knowledge/Learning
- Other _____

What makes people choose your company over your competition?

- Product/Service Innovation
- Breadth of Features/Selection of Items
- Referrals/Word of Mouth
- Value of Product/Service for the Cost
- Convenience
- Location
- Name/Brand Recognition
- Partnerships
- Other _____

List your company's top 3 strengths or advantages.

1. _____
2. _____
3. _____

List three things you'd like to change about how your company is perceived.

1. _____
2. _____
3. _____

Branding

- | Y | N |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Do you have a brand already established? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you have a color scheme? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you have a scalable, professionally designed logo? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you have any printed marketing/promotional materials? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you have a tag line? If yes, what is it? _____ |

Content

- | Y | N |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Do you want your website to reiterate your existing website/materials? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need copywriting services, such as marketing communication? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need downloadable or other print materials created? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need product/staff photography? |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need additional graphic design (logos, splash pages, etc)? |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need additional text content (product descriptions, privacy statements, etc.) <i>Note: a privacy statement is required by law.</i> |

Functionality & Technology

- | Y | N |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Will you offer e-newsletters or other recurring, subscription services? |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need a form for users to send email/comments? |
| <input type="checkbox"/> | <input type="checkbox"/> Will your users need a secure log-in area for any reason? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you wish users to be able to search your site for specific products? |
| <input type="checkbox"/> | <input type="checkbox"/> Will you offer products for sale on your site? How many? _____ |
| <input type="checkbox"/> | <input type="checkbox"/> Do you want to update certain or all pages of your website yourself? |
| <input type="checkbox"/> | <input type="checkbox"/> Do you currently have a hosting plan for your website? |
| <input type="checkbox"/> | <input type="checkbox"/> Will you require specific server technology (ASP/PHP/Other)?
If yes, which? _____ |

Please provide some examples of websites you find nicely designed, easy to navigate, or are otherwise pleasing and note what you like about each site.

1. _____
2. _____
3. _____
4. _____
5. _____

Note a couple of sites which include design elements, navigation, or other features you do NOT find appealing and note what it is that you would change.

1. _____
2. _____

Review/Approval Process

How many people will be involved in *reviewing* drafts of work? _____

How many people will be involved in *approving* drafts of work? _____

Other Information

Please provide any additional information related to the development of your website or other marketing or company business development plans.
