

# Web Questionnaire

The purpose of this document is to help us gather an understanding of your website needs and desires so we can provide a more accurate estimate to achieve your online presence goals.

## Introduction

Please describe your organization in a few sentences.

1. Do you currently have a website? If so, what is your domain name and where is it hosted?
2. Where is your email currently hosted?
3. Why do you need a website or redesign of an existing site?
4. Do you currently have staff that will maintain the website? If so, are they internet/web savvy?
5. What is the budget for this project?
6. What is your deadline for this project?

## Design

7. Do you currently have a logo, brand identity / brand guidelines or supporting documents that you provide your customers such as a brochure?

8. How would you like to be perceived?

9. Rank the top 5 key words that best describe your business in order of priority (1 - 5):

dependable	unique
progressive	integrity
traditional	fun
established	serious
edgy	hi-tech
strong	precision
enthusiastic	original
leader	mainstream

10. What is it about your company that you want to emphasize on the website? Please prioritize.

11. Do you have copy ready for your website?

12. Who is your audience or target market?

13. Who are your primary competitors?

14. Name up to three websites you like and why:

15. Name up to three websites you don't like and why:

## **Functionality**

16. Do you need to sell items on your site?

17. Do you need to collect visitor's emails for a newsletter?

18. Do you require visitors to register with your website to use any aspect of it?

19. Will you have a database of products that will need to be managed?

20. Would you like to maintain the website yourself or have the site producers maintain it for you?

21. Will your website need to be in multiple languages?

## Growth

22. How would you like to get the word out about your new website? Check all that apply.

search engine submission

industry site postings

e-mail promotion

updates to site

word of mouth

link sharing

direct mailing promo

cold calling

industry trade ad

23. Are you open to building the website in phases so we can achieve your online goals over time as budget allows?

## Thank you

The answers to these questions will help us understand your needs and provide you with an estimate.