

Website Questionnaire

About you and your business

Name:
Company:
Phone Number:

Please explain what your business does:

How many employees do you have?

Who is your competition?

What makes your company stand out from the competition?

Your Expectations

Targeted launch date:

What is your goal in having a website?

- | | |
|--|---|
| <input type="checkbox"/> Tell visitors about your business | <input type="checkbox"/> Provide information on products and services |
| <input type="checkbox"/> Encourage visitors to hire you to perform a service | <input type="checkbox"/> Allow customers to purchase items |
| <input type="checkbox"/> Motivate visitors to contact you | Other: |

Please list some websites you like and what it is about them that appeals to you:

What kind of image do you want to project?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Contemporary |
| <input type="checkbox"/> Cutting edge/modern | <input type="checkbox"/> Formal |
| <input type="checkbox"/> Casual | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Artistic |
| <input type="checkbox"/> Earthy | Other: |

What colors do you think you might like to use on your site?

Do you have any graphic or promotional material? Do you want the website to match them?



Do you have a logo?

Do you have photos you wish to use?

Will you need help writing content?

About how many pages do you expect to have?

If selling online, how many products will you offer?

Special features desired:

- | | |
|--|---|
| <input type="checkbox"/> Message board/blog | <input type="checkbox"/> Subscription |
| <input type="checkbox"/> Contact form | <input type="checkbox"/> Surveys |
| <input type="checkbox"/> Feedback forms | <input type="checkbox"/> Shopping cart |
| <input type="checkbox"/> Event Calendar | <input type="checkbox"/> Accept PayPal Payments |
| <input type="checkbox"/> Merchant Account for accepting credit cards | <input type="checkbox"/> Keep Track of Inventory (online shopping only) |

Other:

Marketing and Maintaining Your New Website

What is your motto or tagline?

What is your target audience? Consider age group(s), gender, interests, scope (local or national), and whether you will be targeting businesses or end-users.

What keywords might someone use to find your site in a search engine?

Do you have any customer testimonials or can you obtain some?

Do you have any special memberships or have you received any industry awards?

Do you have a marketing or promotional plan?

Do you plan to submit your site to search engines, directories or to set up a pay-per-click campaign? If so, will you need assistance?

Do you plan to maintain and update the site yourself?

Have you registered a domain name? If so, what name did you choose? If not, do you have any in mind?

Do you have hosting for your site?

Comments:

