



Website Questionnaire



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NICE TO MEET YOU!

Company Name:

Creative Contact

Name:

Position:

Email:

Phone Number:

Business Contact

Name:

Position:

Email:

Phone Number:

Office Address:

Office Hours:

GETTING TO KNOW YOU

What does your company do?

Who will be using this site? Demographic:

Do you have a slogan or tagline?

Who are your competitors, and what sets you apart from them?

Why do you feel you need a new website?

Do you have a current website? If so, please list the URL and explain why it no longer meets your needs.

What do you want your viewers' first impression of your company to be?

Please list any websites you like or dislike, and why.

THE PLAN

Does your site need any of the following elements?

Back-End Support

Built-In Analytics (website tracking)

Content Management System (CMS)

Customer Relationship Management

database (CRM)

Client Outreach Tools

Appointment Booking Tools

RSVP System

E-Commerce

E-Commerce Reporting

Online Store (if yes, how many products?)

General Features

Animation

Calendar of Events

Downloadable Content (PDFs, MP3s, etc)

FAQs

Forms (Feedback, Contact Us, etc)

Live Help

Mobile Website

Music

News Feed

Photo Galleries

Search

Secure Zone (login/logout)

Store Locator

Video Galleries

Widgets (top rated, most commented, most viewed, etc)

Marketing

Ad Rotators

E-mail Blasts

Search Engine Optimization (SEO)

Video Search Engine Optimization (vSEO)

Viral Video

Social Networking

Blog

Contest Zone

Commenting

Community Profiles

Discussion Forums

User Generated Content (allow users to upload their own content)

THE PLAN (cont'd)

What is the primary goal of your site? (Eg: to sell product, to inform, to entertain)

What are the content pages your site will consist of? (Eg: About Us, Contact, Shop, etc)

What information absolutely NEEDS to be on your homepage?

Will you be purchasing a maintenance package, or will you take over all updates?

What is your budget for this project?

What is your deadline for completing the site?

Does your website launch coincide with a specific product or service being offered? (Eg: iPhone app, new line of product)

ASSETS

Do you have existing brand elements (logo, business cards, letterhead, etc) that can be provided as brand representation during the design of the site? If no, will we produce these for you?

Where will the site's imagery come from? (Eg: stock photography, photo shoot)

FINAL THOUGHTS

Is there anything else you feel we need to know?