WEBSITE QUESTIONAIRE

Company Details

Name of Company: _____

How long has your company be in business? What year? _____

Who is your target market? Who are you hoping to reach with your site? _____

What is the nature of your business? Briefly describe your products or services. _____

_____

What brands of products does your company use? _____

What makes your company unique? _____

What has been your key to success? _____

What's important to your company? _____

Please select five adjectives to describe your company: _____

When thinking about your company, what images come to mind? _____

Who are your current and past clients? _____

List past projects. _____

List affiliations you're a part of. _____

List company contact information - phone, fax, address. _____

Style, Design Message, Theme, Logo and Corporate Identity

CONTENT

Do you currently have marketing materials that we should incorporate into our design? Booklets,

business cards, letterhead? _____

What pictures of past projects do you have? _____

Do you have any letters of praise or testimonials? _____

Do you have a company logo? _____

Company Tagline or Slogan: _____

What are your Core Values or mission statement? _____

STYLE

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design?
_____

What image do you want your site to project, what should be "the look and feel"? _____

List website examples that you like: _____

Sites where I like the navigation: _____

Sites where I like the color scheme: _____

Sites where I like the user interface: _____

Website Structure

Please list the desired pages/sections of your website in an outline form. The top level items of the outline represent the "top level" navigation items. (These are the pages that will have buttons/links in the MAIN site navigation.)

As an example:

1.   Home page
2.   About Us page
3.   Projects
4.   Services
5.   Contact Us

Optional:

6.   Clients
7.   Testimonials

Maintenance

How often would you require updates? Daily   Weekly   Monthly   Quarterly   Other

Do you require any to training to update the site? _____

Set-up & Hosting

Do you currently own your own domain(s)?

      If so, please forward website account information for uploading files:

           Username: _____

           Password: _____

      If not would you like help in acquiring and registering one? _____

Do you currently have a Web hosting package? If so, what company currently hosts your site? _____

What email software do you currently use? _____

How many email accounts will you need?   1. _____

                                         2. _____

                                         3. _____

                                         4. _____

                                         5. _____