

Web Site Planning Questionnaire

To help us get a clear idea of your vision and expectations, please answer the following questions to the best of your ability. Don't worry if you don't understand a question or can't answer it at this time. We will fill in any gaps in our follow up consultation. We are only looking for enough information to establish the basic site requirements.

Along with this questionnaire, please provide us with any logos, brochures, letterhead/stationery, etc., you have so that we can familiarize ourselves with your branding, USP and marketing focus, and develop content and design that is consistent with those that message.

Fill out and fax to 404.601.9981. - Thank you!

Website

1. What category of web design are you requesting (*check only one*)?

- New Site
 Redesign/Renovation

Business/Organization Info

2. Do you have a business name already established? Yes No

3. What is your business name?

4. If yes, have you researched whether a compatible domain name is available? Yes No

5. List a few variations of a domain name you would like for your company, product, event or service.

- a)
b)
c)
d)
e)

6. Describe your company and its services (or the product or event) we are designing for.

a. What does your company (or product, event, service) do?

b. What do you sell?

c. Who do you sell to?

d. Where do you sell? Local Regional National Global

e. How do you market your product/services/event?

f. Are you an online or "brick & mortar" business? Online Brick & Mortar Both

g. What are your three most important goals?

- i.
- ii.
- iii.

h. What sets your company apart from the competition? What do you do better than anyone else?

i. Feel free to elaborate further; it will help us design a site that makes the right statement to the right people.

7. What is your mission statement? Vision statement (if any)?

8. What is your tag line?

9. Name your competitors. Should we consider them or other similar businesses? Include their web addresses and tell us what you like or don't like about their website presentation.

10. Check all the words that best describe your company or products/how you want to be perceived:

- | | | |
|--|---|---|
| <input type="checkbox"/> Academic | <input type="checkbox"/> Endurance | <input type="checkbox"/> Old Fashioned |
| <input type="checkbox"/> Advanced | <input type="checkbox"/> Energetic | <input type="checkbox"/> Organized |
| <input type="checkbox"/> Affordable | <input type="checkbox"/> Entertaining | <input type="checkbox"/> Passionate |
| <input type="checkbox"/> Aggressive | <input type="checkbox"/> Environmental | <input type="checkbox"/> Patriotic |
| <input type="checkbox"/> All Natural | <input type="checkbox"/> Environmentally Safe | <input type="checkbox"/> Political |
| <input type="checkbox"/> Alternative | <input type="checkbox"/> Esoteric | <input type="checkbox"/> Practical |
| <input type="checkbox"/> Altruistic | <input type="checkbox"/> Established | <input type="checkbox"/> Premium |
| <input type="checkbox"/> Authentic | <input type="checkbox"/> Ethnic | <input type="checkbox"/> Proactive |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Exceptional Value | <input type="checkbox"/> Productive |
| <input type="checkbox"/> Caring | <input type="checkbox"/> Exciting | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Challenging | <input type="checkbox"/> Exclusive | <input type="checkbox"/> Profitable |
| <input type="checkbox"/> Charitable | <input type="checkbox"/> Exhilarating | <input type="checkbox"/> Progressive |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Expensive | <input type="checkbox"/> Prominent |
| <input type="checkbox"/> Clinical | <input type="checkbox"/> Experienced | <input type="checkbox"/> Quality-Minded |
| <input type="checkbox"/> Comfortable | <input type="checkbox"/> Family-Oriented | <input type="checkbox"/> Quirky |
| <input type="checkbox"/> Commercial | <input type="checkbox"/> Fashionable | <input type="checkbox"/> Reliable |
| <input type="checkbox"/> Committed | <input type="checkbox"/> Fast | <input type="checkbox"/> Religious |
| <input type="checkbox"/> Compassionate | <input type="checkbox"/> Flexible | <input type="checkbox"/> Responsible |
| <input type="checkbox"/> Competitive | <input type="checkbox"/> Formal | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Forward-Thinking | <input type="checkbox"/> Safe |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Friendly | <input type="checkbox"/> Scientific |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Frugal | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Fun | <input type="checkbox"/> Sexy |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Futuristic | <input type="checkbox"/> Skillful |
| <input type="checkbox"/> Counter-Culture | <input type="checkbox"/> Global | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Health-Minded | <input type="checkbox"/> Spiritual |
| <input type="checkbox"/> Cutting-Edge | <input type="checkbox"/> High Quality | <input type="checkbox"/> Sporty |
| <input type="checkbox"/> Dedicated | <input type="checkbox"/> High-Tech | <input type="checkbox"/> Stable |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Humorous | <input type="checkbox"/> Strength |
| <input type="checkbox"/> Detail Oriented | <input type="checkbox"/> In-Your-Face | <input type="checkbox"/> Stylized |
| <input type="checkbox"/> Different | <input type="checkbox"/> Informal | <input type="checkbox"/> Tasteful |
| <input type="checkbox"/> Dignified | <input type="checkbox"/> Innovative | <input type="checkbox"/> Technological |
| <input type="checkbox"/> Distinctive | <input type="checkbox"/> Intellectual | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Diverse | <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Down-to-Earth | <input type="checkbox"/> Long-Lasting | <input type="checkbox"/> Unique |
| <input type="checkbox"/> Dynamic | <input type="checkbox"/> Low Prices | <input type="checkbox"/> Value |
| <input type="checkbox"/> Easygoing | <input type="checkbox"/> Luxurious | <input type="checkbox"/> Vital |
| <input type="checkbox"/> Edgy | <input type="checkbox"/> Meticulous | <input type="checkbox"/> Warm |

- Educational
- Effective
- Elegant
- Elite

- Mobile
- Modern
- Neighborly
- Off-the-Hook

- Wholesome
- Young

11. List any other attributes not listed:

12. Of all those you marked, list the top three in order of importance.

- a.
- b.
- c.

Target Audience

13. Sex:

- Male Only
- Female Only
- Predominately Male
- Predominately Female
- Both

14. Age Group:

- Under 18
- 18 – 30
- 30 – 60
- 60+
- All Ages

15. Clientele:

- Businesses
- Individual Consumers
- Web Users
- Professionals
- Retailers
- Arts Community/Patrons
- General Public
- Homemakers
- Students
- Youth
- Other:

16. Profession/Industry:

- Arts/Humanities
- Construction
- Education
- Entertainment
- Food Service
- Government
- Industrial
- Information Technology

- Internet
- Media
- Medical
- Non-Profit
- Professional Services
- Real Estate
- Sales
- Sports
- Technology
- Other:

17. Geographic Location: Local Regional National Global

18. Income:

- Under \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$500,000
- Over \$500,000

19. Describe your ideal client/customer:

20. List any special characteristics important to that market:

Image Projected

21. What characteristics do you want your website to project (*check all that apply*)?

		Neutral		
Progressive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Traditional
Corporate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Small Business
Premium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inexpensive
Exclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly
High-Tech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Blue Collar
Trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Stable
Serious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fun
Formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Informal
Subtle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bold
Other:				

Colors

22. Do you already have thematic color branding in your identity? What are those colors?

23. Do you have any preferred colors?

24. Are you already using specific Pantone PMS colors? If so, what are they?

25. Do you generally prefer (or think is more appropriate) bright colors or earth tones?

26. List any colors we should avoid.

Architecture

27. What specific categories of information must be on the site (e.g., Home, About Us, Services, etc.)?

28. How many pages do you estimate will be required?

- 1-5 6-10 11-20 21+

Components

29. Do you have a logo already designed? Yes No

30. If yes, give us the site URL where it can be viewed, or email us an attachment.

31. What features do you want/need?

- Photo Images
- Graphics
- Online Forms
- Animation
- Audio
- Streaming Video
- Database
- Other:

32. Indicate what information you have on hand and will provide for the site:

- Logos
- Photo Images
- Graphics
- Item and/or service descriptions
- Page Content
- Audio
- Streaming Video
- Database
- Other:

33. Are there any tips or resources you can provide on your site that will help keep visitors coming back? This can be news, information in words and pictures and/or interactive features to get them involved, let them make transactions, download info or provide feedback.

Design

34. What do you want to say with design?

- Inform
- Impress
- Amuse
- Move to Action
- Other:

35. What is the look or feel you are looking to project (*check all that apply*)

- | | | |
|---|--|---|
| <input type="checkbox"/> Active/Vibrant | <input type="checkbox"/> Aggressive | <input type="checkbox"/> Antique |
| <input type="checkbox"/> Artsy/Artistic | <input type="checkbox"/> Cartooned | <input type="checkbox"/> Casual |
| <input type="checkbox"/> Clean | <input type="checkbox"/> Colorful | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Corporate | <input type="checkbox"/> Culturally Themed |
| <input type="checkbox"/> Curvy | <input type="checkbox"/> Cutting Edge | <input type="checkbox"/> Dark |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Ethereal | <input type="checkbox"/> Formal |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Funky | <input type="checkbox"/> Futuristic |
| <input type="checkbox"/> Fuzzy | <input type="checkbox"/> High-Tech | <input type="checkbox"/> Humorous |
| <input type="checkbox"/> Illustrative | <input type="checkbox"/> Industrial | <input type="checkbox"/> Institutional |
| <input type="checkbox"/> Kid-like | <input type="checkbox"/> Lighthearted | <input type="checkbox"/> Locally Focused |
| <input type="checkbox"/> Medical | <input type="checkbox"/> Modern | <input type="checkbox"/> Naturist/Environmental |
| <input type="checkbox"/> Playful | <input type="checkbox"/> Professional | <input type="checkbox"/> Progressive |
| <input type="checkbox"/> Quiet/Calming | <input type="checkbox"/> Scientific | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Sleek & Spare | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Straight Lined | <input type="checkbox"/> Strange | <input type="checkbox"/> Technological |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Upscale | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Wealth/Affluence | <input type="checkbox"/> Whimsical | <input type="checkbox"/> World-Minded |
| <input type="checkbox"/> Fuzzy | <input type="checkbox"/> High-Tech | <input type="checkbox"/> Humorous |
| <input type="checkbox"/> Illustrative | <input type="checkbox"/> Industrial | <input type="checkbox"/> Institutional |
| <input type="checkbox"/> Kid-like | <input type="checkbox"/> Lighthearted | <input type="checkbox"/> Locally Focused |
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| <input type="checkbox"/> Traditional | <input type="checkbox"/> Upscale | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Wealth/Affluence | <input type="checkbox"/> Whimsical | <input type="checkbox"/> World-Minded |

36. Browse the Internet and list two or three sites that have a look and feel that you feel is compelling. List the characteristics of each that appeal to you (e.g., colors, fonts, layout, navigation, etc.).

- a. Site URL:
Appealing Characteristics:

- b. Site URL:
Appealing Characteristics:

- c. Site URL:
Appealing Characteristics:

Loose-Ends

37. What keywords do you think users will input in the search engines to find you. Example: If you are a virtual assistant, user may be entering the keyword phrases such as “virtual assistant,” “secretarial service” and “office support.” List at least three; keyword phrases of two or three words strung together are best.

38. Describe any ideas, suggestions or directions you have before we begin.

39. Is there anything else you would like us to consider in producing your site? Can you think of anything else we should know about you or your business or your requirements before we begin?

Production & Maintenance

40. What is your budget?

41. What is your timeline (e.g., one month, two months, etc.). Keep in mind that it takes a minimum of 30-36 hours to develop, design and implement a simple website, and we will require one to two months to add your project to our work schedule. Completion is also affected by your own preparedness and how quickly you respond to our questions and requests.

42. Will you need ongoing webmaster/site maintenance support to change or update content on a regular basis? Consider that regularly updated news, advertisements, announcements and information improves search engine rankings and stimulates return visits. Having your designer act as webmaster will maintain the professional look and design integrity of the site.

- Yes
- No
- Not Sure (let's discuss)

43. List all the social media platforms you use for your business. If none, which would you possibly like set up for use within your business (note: this is a separate cost from design + shopping cart pricing schedule)

- Facebook
- Twitter
- LinkedIn
- Other:

Please include the following information:

Business/Company Name

Address

City, State, Zip

Phone Fax

Email Address

Website/Domain (online or not)



Help has arrived!

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