

Web Design and Development Questionnaire

Contact information

Company:	
Contact:	
Project manager:	
Address:	
City, State, Zip:	
Telephone:	
Main e-mail:	

Do you already have an existing website? What is the URL

What products and/or services do you offer?

What is your primary reason for having a website? What do you want your site to do? What do you hope to realize through your site?

What audience are you targeting with your website? Are they local/national/international? Who would you like your visitors to be?

If you were one of your potential site visitors, why would you visit your site? What would you like your visitors to gain from visiting your site?

What specific features and functions would like to have on your site? How would you like to communicate with your customers? (eg: shopping cart, newsletter, inquiry form, links to related information etc.)?

How often do you intend to update or add new content to your website

Use three adjectives to describe how the user should perceive the Web site.
(Examples: conservative, progressive, friendly, playful, formal, casual, serious, experts, humorous, service-oriented, professional, corporate, etc.)

Are there websites that you particularly like or would like to emulate in some way? Please list their web addresses below and note what you like about them.

Are there any specific colors that you would like to use in your website? Are there any adjectives that describe the look that you are interested in? Do you have existing artwork and/ or logos?

What is your approximate budget for this project?

Who are your competitors/ similar organizations? Please list names and web addresses.

What do you have/offer that your competition doesn't? Why should customers choose your products or services over others?

Relative to what you offer through your business and your website, what other interests do your visitors have? What if your customers weren't looking for you? What subjects might lead them to you?

If you were one of your potential visitors, what search (keyword) phrases (2-3 words each: eg: portland inn; portland wedding photographer) would you use to find your site (not including your business name)? Aim for 3 to 5 and be as specific as possible, especially if you are targeting a local audience. (We encourage you to ask your friends and associates what terms they would use and have used to find your site.)

Describe your business in one concise sentence.

Finally, take a moment and put your marketing angles and your sales pitches aside and think about what you would like to say on your website, if you could say anything you wanted. Write down a few phrases or sentences directed at your customers personally and individually, from you to them.