

website planning questionnaire

websites by d'Zign
web-dzign.net

INTRODUCTION

This document was created to help us plan your project. Your answers will help in the creation of your project, and in getting you a more accurate quote before you sign on the dotted line.

Not all questions may be relevant to you. Please answer as best as you can for those that are appropriate for your project.

PAPERLESS - HOW TO FILL OUT ONLINE

1. Open this file in Adobe Reader and save it to your hard drive (File -> Save). Be sure to note where you save it.

If you don't have Adobe Reader, you can download it for free at:
<http://get.adobe.com/reader/>.

2. Click in the boxes with your mouse. This will let you type your answers. You can also use the "Tab" key to move to the next box.

3. Save this file again and email:
webmaster2@web-dzign.net

PAPERED METHOD

1. Print form.

2. Fill out by hand (please print clearly).

3. Mail to:
Lynn Zephyrna
PO Box 632
Port Townsend, WA 98368

COMPANY & CONTACT INFORMATION

Company Name:

Address:

City, State, Zip:

Current Website (URL):

Contact/Liason Name:

Title:

Work Phone:

E-mail:

Other names and titles of others who will be involved in decision-making for this project:

WEBSITE BASICS

Preferred completion date:

Will this replace an existing website?

Who is currently hosting your website?

Would you like a Web Host recommendation?

Custom & WordPress Websites: What is your budget? If unsure, please try to estimate: \$1,500, \$2,000, \$3,000?

If the numbers above are daunting - are premade Affordable Designs of interest to you?

Do you want a regular (HTML/CSS) site, or a WordPress site that you can edit yourself?

List below (or email) 1 or 2 websites you like the design of:

PROJECT OVERVIEW

How much of your content (text and images) is ready and organized: 10%, 50% 100%?

Describe your target audience:

What makes your product, service, or organization stand out over your competitors?

What cities or geographic areas are you targeting?

CONTENT

How many pages will you need?

List your page names here, if known (ie Home, About, Contact) - for large sites, just list top menu items (About, Services, etc):

Would you like recommendations for a graphic designer to create a logo?

If needed, how many images do you want your developer to shop for?

Do you want to coordinate placement of images and text, or leave that to your web developer?

ADDITIONS & FEATURES

Which of your services and/or products are your "bread & butter"?

What specialties/products do you offer that occur less often, but bring in high revenue?

Please list all forms you will need, such as contact, feedback, order form, etc.

Will you add badges from social networking sites? Please list types (i.e. FaceBook, LinkedIn, Twitter):

Will you add feeds from social networking sites? Please list types (i.e. YouTube, FaceBook):

Do you want special sections, such as 'ads' or highlighted areas? If so, please list them here:

Would you like recommendations for e-newsletter/email marketing companies?

Do you want a page with a list of links to other websites such as a resource page (or 10 or more links on one page)?

Will you want a slide show or photo gallery? If yes, how many? Feel free to write or email example links.

Place an "X" before all that apply:

Google analytics Client testimonials Blog

Ecommerce/shopping cart/PayPal buttons

Audio or video links, such as YouTube?

What features do you want on your HOME page? Choose from the preceding list, and/or add others:

STYLE & DESIGN (place an "X" before 1-3 preferences)

Modern/corporate Warm and caring

Natural/organic Simple

Expert/serious/practical Clean

Elegant

What aspects of your current website would you like to keep?

What aspects of your current website are not working anymore?

Who will update your website - you, your staff, web developer?

If you or your staff member will be updating your site, what is their level of computer and internet skills?

Is there anything else we should address (colors, fuctions, etc)?

CONGRATULATIONS - YOU'RE DONE!