

Web Site Design Questionnaire

PERCEPTION

1. What is the nature of your business?
2. What is the intended purpose of the web site?
3. Who do you expect to be your main target website audience?
4. What goods or services do you intend to provide through your site?
5. What are your immediate (short-term) and long-terms goals for the site?
6. How will you measure the success of the site?

TIMELINE

7. What is your target date for having your new website up and running?

WEB SITE CONTENT

8. What is the basic structure of the content, and how is it organized?
9. Do you need help with content creation (writing or rewriting for the web)?

GRAPHIC DESIGN

10. Do you have any other designed material for your business? Do you have a logo, printed brochures, or an existing website?
11. Do you have any graphics you would like me to utilize, or do you need graphic designs to be made? In what style would you like graphics to be (ex. photography, illustration, cartoon, etc)?
12. Do you have photos you would like to include? If so, are they available in digital format (.JPG, .GIF, .TIF, etc.), or they must be scanned?

13. Do you have company colors or a color scheme that you prefer to use in your website?

14. Have you seen anything on other sites that you would like to incorporate into your own?

DOMAIN NAME AND HOSTING

15. Have you registered your domain name? If not, what would you like it to be?

16. Do you have a website hosting provider?

SEARCH ENGINES OPTIMIZATION

17. Would you like your website to be optimized for a better search engine ranking?

MAINTENANCE

18. Do you intend on keeping the site updated? If so, how often? Who is responsible for updating and providing content?

WEB SITE PERFORMANCE ANALYSIS

19. Do you want me to provide quarterly Website Statistics Report and Analysis for optimizing web site's performance?

BUDGET

20. What are your budget limitations? Can this project be broken into phases to help you meet your goals?

NOTES