

Web Site Questionnaire

Company Contact Information

Please provide contact information for your project. Attach other key contacts and decision makers on separate sheet.

Company

Address _____

Main Phone _____

Current website address _____

Primary Contact

Title _____

Email _____

Phone _____

About Your Company

Please give a brief overview of the company, what your company does or produces?

About Your Site

This section should include an overview of what the general purpose and goal of the web site is. Please check off the ones that apply to you.

What is the purpose of this site?

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients
- Other

What will make this site a success for you?

Make it specific. "Increasing sales by 10%" is better than "get new clients".

Is this a site re-design?

- Yes
- No

If yes, can you please explain what is working and not working on your current site?

Design

People are coming to your new site for the first time. How do you want them to feel about your company?

Are there corporate colors, logo, fonts etc. that should be incorporated?

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Is there a specific look and feel that you have in mind?

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Websites of your closest competition

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1	
2	
3	

Websites that we like

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.

1	
2	
3	

Marketing

How do people find out about your business right now?

Have you thought about how you're going to market this site?

Do you have any social network accounts setup? (Facebook etc)
Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc.)
Will you want to build your mailing list and use it for advertising & newsletters?

Will you want printed materials (business cards, catalog, etc.) produced as well?

Hosting and Maintenance

Domain and Hosting

Do you already own a domain name(s)? (www.mygreatsite.com) ? If no, what name(s) would you like?

Do you have a hosting account already? (This is where the computer files live.) If yes, do you have the login/IP information.

Maintenance

Will there be sections that need regular updating? Which ones?

Would you like to be able to do most of the updating yourself?

If you're planning on writing a blog do you already have several things written?
Do you write on a regular basis?

Are there any features/pages that you don't need now but may want in the future?

Time Frames and Budgets

Do you have a time frame or deadline to get this site online?

(If you have a specific deadline, please state why.)

Do you have a budget in mind? (If you don't please provide a range that you are willing to invest, or more importantly how much money you want to make from the site in the first year.)

Passwords and Accounts

REGISTRAR

registrar:	
account #:	
login:	
password:	
domain expiration:	

HOSTING

hosting company:	
hosting link:	
hosting #:	
login:	
password:	
hosting renewal date:	

FTP

ftp url:	
ftp login:	
ftp password:	
site root:	

DATABASE

MySQL Server:	
database name:	
database user:	
database password:	
table prefix:	

CMS (Wordpress, Drupal, Joomla, etc...)

version:	
theme:	
admin url:	
admin login:	
admin password:	
add'l admin accounts:	
add't non-admin accounts:	

EMAIL

imap server:	
pop server:	
smtp server:	
webmail server:	
email accounts:	

Social Media

Twitter Account:	
Twitter Password:	