

WEBSITE QUESTIONNAIRE

Tell us a bit about your company:

Company name: _____

Address: _____

Postal Code: _____

Mobile: _____

Email: _____

What does your company do?

Let's get down to business:

Do you have a URL in mind for your website? _____

Do you need us to buy your domain? Yes No

What's your deadline for this project? (dd/mm/yy) _____

Could you give us a ballpark figure for your available budget for the website project? (€ _____)

The next few questions will help us understand exactly what you're after with this site.
Go ahead, tick as many as you need to:



I want this site because:

- I need to build awareness for my brand
- I need to offer a contact point to my clients
- I need my company to have a better image online
- I need to sell my product/service through my site
- I need to use it to build customer loyalty
- I need to reach people in many languages
- I need somewhere to promote my latest product/service
- I have my own reasons: _____

My site will be built to target:

- Kids & teens
- In their 20s
- In their 30s
- In their 40s
- In their 50s
- Senior citizens

My clients come to me because:

- I offer excellent service
- I have the best products on the market
- I have the best prices on the market

Do you want to expand your target audience in a certain direction?

More specific features of your customers



Some words about your company:

Subsidiaries _____

Average number of employees _____

Someone's searching the web for your business. What words or phrases will they search for in Google?

What is it that makes your products or services unique on the market?

Do you have any proof that your solutions are better than your competitors?

Our new website would need to include:

- | | | |
|-------------------------------------------------------------------------|------------------------------------------------------------|--------------------------|
| <input type="checkbox"/> A basic HTML site | <input type="checkbox"/> Social network integration | <input type="checkbox"/> |
| <input type="checkbox"/> An HTML5/ CSS3 website | <input type="checkbox"/> Intranet system | <input type="checkbox"/> |
| <input type="checkbox"/> Responsive design for use on tablets & mobiles | <input type="checkbox"/> Separate, dedicated landing pages | <input type="checkbox"/> |
| <input type="checkbox"/> A WordPress-based CMS | <input type="checkbox"/> A redesign of a current website | <input type="checkbox"/> |
| <input type="checkbox"/> Online Magazine | <input type="checkbox"/> Additional requirements _____ | |
| <input type="checkbox"/> Online forum/ blog | <input type="checkbox"/> _____ | |
| <input type="checkbox"/> Newsletter system | <input type="checkbox"/> _____ | |

Special features to be included in our new website:



We want the following special features to be included in our new website:

| | | | |
|---------------------------------|--------------------------|-------------------------------|--------------------------|
| Registration form | <input type="checkbox"/> | Registration | <input type="checkbox"/> |
| Video streaming | <input type="checkbox"/> | An online store/shopping cart | <input type="checkbox"/> |
| MySQL Database | <input type="checkbox"/> | Online payment gateway | <input type="checkbox"/> |
| Search panel | <input type="checkbox"/> | Blog module | <input type="checkbox"/> |
| Multicolumn layout | <input type="checkbox"/> | Image gallery | <input type="checkbox"/> |
| Newsletter/ Email sign up forms | <input type="checkbox"/> | Image slider | <input type="checkbox"/> |
| Information/ request forms | <input type="checkbox"/> | Other features _____ | |
| Uploads/ downloads | <input type="checkbox"/> | _____ | |
| Customer login | <input type="checkbox"/> | _____ | |

Help us out here - Who will provide the following resources?

| | Us | You |
|------------------------------|--------------------------|--------------------------|
| Stock photography | <input type="checkbox"/> | <input type="checkbox"/> |
| Company photography | <input type="checkbox"/> | <input type="checkbox"/> |
| Other Artwork/ Illustrations | <input type="checkbox"/> | <input type="checkbox"/> |
| Translation costs | <input type="checkbox"/> | <input type="checkbox"/> |
| Copywriting text | <input type="checkbox"/> | <input type="checkbox"/> |
| Professional logo | <input type="checkbox"/> | <input type="checkbox"/> |
| Graphic design | <input type="checkbox"/> | <input type="checkbox"/> |
| Other print collateral | <input type="checkbox"/> | <input type="checkbox"/> |
| Metatags/ description | <input type="checkbox"/> | <input type="checkbox"/> |
| Font Licenses | <input type="checkbox"/> | <input type="checkbox"/> |

Moving on to the pretty stuff...



Moving on to the pretty stuff: Design!

| | Yes | No |
|---------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| Does your company have a logo/established image & branding guidelines (e.g. fonts, colour schemes etc)? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have print materials (such as business cards or brochures) that we need to match? | <input type="checkbox"/> | <input type="checkbox"/> |

What will happen once we deliver the site?

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Would you like us to update your site or would you like to be responsible for updates?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> | > | <h3>How often do you require updates?</h3> <p>Daily <input type="checkbox"/></p> <p>Weekly <input type="checkbox"/></p> <p>Monthly <input type="checkbox"/></p> <p>Quarterly <input type="checkbox"/></p> <p>Other _____</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | | |
|------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------|
| <p>Would you like to book a dedicated training session for your employees to learn to update the site?</p> | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
|------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------|

Is there anything else you'd like to tell us?

That's all we need for now!
Thanks for taking time to fill this in - we'll be in touch with a quotation shortly.