



Web Design Questionnaire

Feel free to add extra pages to answer any of these questions. You do not have to answer all questions, it is not a test :) But by adding as much information as possible, you will help us tremendously in designing the perfect website. Fax completed questionnaire to 800-807-0317.

Primary Objectives:

- Establish brand identity/credibility.
- Describing products or services.
- E-Commerce/completing online sales transactions
- Customer Service and Support

Secondary Objectives:

- Engage for repeat traffic/visits.
- Encourage visitors to recommend the site to others?
- Create an online community or gather emails.

Your Target Audience:

Who is your target audience? Who will likely be accessing your site? Are they industry specific? Demographic?

What questions do you receive frequently from customers? We want to make sure to address these!

What features can we add that will dazzle your customers? Features you have seen on other sites that you like?

Web Site Design Preferences:

Are there any sites you really like? And specifically *what* is it you *like* about them?

Questionnaire (Cont'd)

Are there any sites you do *not* like? And specifically *what* do you *not like* about them?

Who are your competitors and what are their websites?

What colors do you prefer for the site?

What is the image you would like to convey? (ie, serious, fun...)

Do you have a preference for site width? Average widths for most sites today is around 1100 pixels wide.

Do you have a preference for overall site alignment? Centering is usually preferred to balance for all monitor sizes, but do you have a preference otherwise?

Would you like your pages to have a print option? And would this be for specific pages?

Menu/Navigation alignment? Vertical, Horizontal or both?

Are images available for use?

Logo Information:

Do you have a logo?

Do you need a logo (We Have a Site can design or recreate a logo at our quoted hourly rate)?

Do you have a digital version of the logo (vector format in .ai or .eps)?

Questionnaire (Cont'd)

Web Site Content:

Do you have a slogan or tagline you would like to use on the site?

When describing your business to family and friends, what do you say?

Do you have any written materials we can start from in gathering site content?

Can you supply the following?

- Hard copy brochures (or pdfs... and should pdfs be accessible from web site?)
- Presentations
- Customer testimonials
- Information fliers

What Menu Categories/Headers would be most useful? Following are some common options:

- Home
- Services
- Products
- Testimonials
- FAQs
- Forms/pdfs
- About Us
- Contact Us
- Links We Like

Do you have existing business cards or materials we should match or do you need We Have a Site to design materials you may also use for these purposes?

Search Engine Optimization:

What search terms do you expect people will use to find you? Put yourself in the searcher's position and list any terms *you* would use to find you.

Search Engine Optimization (Cont'd):

Questionnaire (Cont'd)

What organizations or companies can we ask to link to your site? (You may attach a list)

What organizations or sites would be valuable resources for your site visitors? (You may attach a list)

Maintenance:

How often do you anticipate needing site updates? Many updates can be made by you or your staff by using We Have a Site's Content Management System.

If you need updates, which sections will require updating?

Marketing:

What are your marketing plans?

Do you plan to provide a call-to-action? A form to fill out? A phone number to call?

Do you have or do you need a Facebook or Twitter Page for your business?

The Nitty Gritty:

Have you registered a domain name, and if so, what is it?

If not, do you have any names in mind?

Have you secured hosting? (If not, please discuss this with us for recommendations based on site needs – not all hosting is created equally and some of the big-box hosts are actually less reliable for certain needs)

Contact Information for Website: Exact Business Name _____
Street or PO Box _____ City _____ State __ Zip _____
Phone (Office) _____ Fax# _____ Other Number: _____
Email Address for contact forms _____ Does this exist yet? _____

If you have a domain name and hosting, do you have access to passwords and usernames for these?

How did you hear about We Have a Site?