

Questionnaire

Web Site Development / Re-development

Questions, questions, questions!

This questionnaire will help us understand what your online marketing intentions are and determine how we can best serve you. Please take some time to answer these questions the best you can. These fundamentals will get us up to speed as quickly as possible.

1. Please describe your business or venture.

Name, how long established, industry, location, current web site URL...

2. What do you want your web site to accomplish?

Simple online presence, e-commerce, increased sales leads, community building...

3. Who is your target audience / market?

Age, sex, location, education, interests...

4. Please provide some links to web sites similar to the one you would like to create or sites from competitors. Briefly describe what you like or dislike about each site.

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5. What features are you considering for your site?

Blog, content management, advertising, visitor-posted content, email newsletter, shopping cart...

6. Please list a few words which describe the look you are after.

Fun ... simple ... professional ... corporate ... crafty ... retro

7. If you have a set deadline for launch, when is it?

8. Please give us a rough idea of your budget. This will help us determine what features and options will be best for you.

Under \$3,000, \$3,000 to \$5,000...

9. Do you have any previous experience creating a web site? If so, did you build it yourself or hire a developer?

10. Anything else we should know?

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