

Website Questionnaire

Tell us a bit about your company:

Company name: _____

Address: _____

Postal code: _____

Phone: _____

Mobile: _____

Email address: _____

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 handle hosting? (Y/N)

Do you need us to buy your domain? (Y/N)

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:

Business customers ☐

Consumers ☐

I'd like to target clients who are:

Kids & teens ☐

In their 40s ☐

In their 20s ☐

In their 50s ☐

In their 30s ☐

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:

A basic HTML site ☐

An HTML5/ CSS3 website ☐

Responsive design for use on tablets & mobiles ☐

A WordPress-based CMS ☐

Online Magazine ☐

Online forum/ blog ☐

Newsletter system ☐

Social network integration ☐

Intranet system ☐

Separate, dedicated landing pages ☐

A redesign of a current website ☐

Additional requirements _____

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

Registration form ☐

- Video streaming ☐
- MySQL Database ☐
- Search panel ☐
- Multicolumn layout ☐
- Newsletter/ Email sign up forms ☐
- Information/ request forms ☐
- Uploads/ downloads ☐
- Customer login ☐
- Registration ☐
- An online store/shopping cart ☐
- Online payment gateway ☐
- Blog module ☐
- Image gallery ☐
- Image slider ☐
- Other features _____

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

| | | |
|------------------------------|-----------|-----------------|
| Stock photography | [We will] | [Your Company] |
| Company photography | [We will] | [Your Company] |
| Other Artwork/ Illustrations | [We will] | [Your Company] |
| Translation costs | [We will] | [Your Company] |
| Copywriting text | [We will] | [Your Company] |
| Professional logo | [We will] | [Your Company] |
| Graphic design | [We will] | [Your Company] |
| Other print collateral | [We will] | [Your Company] |
| Metatags/ description | [We will] | [Your Company] |
| Font Licenses | [We will] | [Your Company] |

Moving on to the pretty stuff: Design!

Does your company have a logo / established image & branding guidelines (e.g. fonts, colour schemes etc.)? [Y/N]

Do you have print materials (such as business cards or brochures) that we need to match? [Y/N]

Could you give us the websites of your top 3 competitors? _____

If you had to pick 3 websites you would love to have, which would they be? ____ _

What will happen once we deliver the site?

Would you like us to update your site or would you like to be responsible for updates?

[We will update] [That's your job!]

How often do you require updates?

Daily ☐

Weekly ☐

Monthly ☐

Quarterly ☐

Other _____

Would you like to book a dedicated training session for your employees to learn to update the site? [Y/N]

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.