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Firm, Organization, Group or Personal Name: \_\_\_\_\_ Date: \_\_\_\_\_

### Web Site Questionnaire

This questionnaire will help you to think through the type of web site you would like to have, as well as give us the information we need to begin. Whether we are developing a new web site or redesigning your present site, the clearer you are about what you would like, the easier it will be for us to develop.

Please take the time to fill in the form below. Doing so can save all of us a lot of time sending emails back and forth to clarify different parts of the design and web site set-up process. Completing this questionnaire simply provides us with information to begin. You are free to request changes at any time during the design process.

**PURPOSE:** What is the purpose of developing/redesigning your web site?

- .. A means of company communication.
- .. Attract visitors and sell advertising.
- .. Establish a web presence and credibility.
- .. Experiment and look for market demand.
- .. Help my company relate to and communicate with other companies.
- .. Improve customer service.
- .. Keep existing customers informed.
- .. Make price information available to customers or suppliers.
- .. Make product information available and save money in the process.
- .. Provide a community service.
- .. Sell a product or service.
- .. Provide easy access information to sports team members.
- .. Provide easy access to photos/information to friends/family.
- .. Other: \_\_\_\_\_

**GOALS:** List some of your goals or objectives in developing or redesigning your site.

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**IMAGE:** What type of image would you like to communicate?

\_\_\_ Academic \_\_\_ Children \_\_\_ Conservative \_\_\_ Corporate \_\_\_ Family \_\_\_ Feminine  
\_\_\_ Friendly \_\_\_ Fun \_\_\_ Hi-Tech \_\_\_ Informational \_\_\_ International \_\_\_ Masculine  
\_\_\_ Athletic Other \_\_\_\_\_

**SITE INFORMATION:**

Colors – What color combinations would you like? \_\_\_\_\_  
Layout – Is there a particular layout you would like? \_\_\_\_\_

**CONTENT:** Which of the following describes the availability of text content for your site?

- .. Use the content of our present site.
- .. We will provide you with the content in electronic format.
- .. We have brochures and other literature, which you can use to develop the content with our guidelines.

**GRAPHICS:**

Do you have any graphics that you would like me to use? \_\_\_\_\_  
How do you want me to use them? \_\_\_\_\_

**LOGO:**

Do you have your own logo you would like me to use? \_\_\_\_\_  
Do you want me to design a logo for your site? \_\_\_\_\_

**ANIMATION:**

Do you want animated graphics? If yes, please describe: \_\_\_\_\_  
\_\_\_\_\_

**NAVIGATION:**

List the major sections (page names) you would like to have in your site:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

**TECHNICAL:**

Have you registered with a hosting company to host your web site?

What is the URL of your hosting company: \_\_\_\_\_  
What is the URL of your web site: \_\_\_\_\_

Please give me the ftp address, user name and password for accessing your web site account with the hosting company.

FTP address: \_\_\_\_\_  
User Name: \_\_\_\_\_  
Password: \_\_\_\_\_

Please list 5 keywords that you think visitors will enter into a search engine to find a site like yours.  
(Example: Google)

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_.

**OTHER DETAILS:**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Business: \_\_\_\_\_

By what date would you like your site completed? \_\_\_\_\_