



Website Planning Questionnaire

Since proposals for web design are based on your needs, please complete as much information as possible. The answers to these questions will help us customize your website to meet your specific needs.

Business Information

Describe the culture and personality of your business.

Describe the products, services, and information that will be featured on your website.

What makes your business, products and services unique? What is your competitive advantage? Why do customers choose you?

Share any existing material you have that will help us get a feel for your business, products and services (for example: company tagline, brochures, current advertising material, etc.)

Goals & Priorities

What are the basic goals of this website?

(for example: branding and identity reinforcement, provide information, generate sales or leads, corporate communication, customer service, community service)

What are the two most important actions you want visitors to complete?

(for example: download a document, phone for an appointment, buy online, subscribe to newsletter, submit a survey, etc)

When you picture your website, which adjectives best describe what you have in mind?

(for example: clean, simple, casual, professional, serious, smart, funky, cool, fun, funny, smart, warm, inviting, cutting edge)

What results will make this website successful? How will you measure success?

What is your long-term plan for the website?

Which of the following are most important to you?

(choose two; please mark them "1" and "2")

- produce a high quality website (design, content, usability, functions, etc)
- meet a specific deadline
- maintain the website easily
- stay within budget for development
- stay within budget for maintenance

Which is more important to you?

- my website loads very quickly for viewers
- my design/graphics/multimedia are the highest quality possible

Target Audience

Tell us about the type of visitors you want to attract to your website:

a) occupation(s):

b) reason for visiting:

c) other details:

How do you plan to:

a) attract visitors to your website?

b) engage visitors' interest and participation once they reach the website?

c) entice visitors to return to the website later on?

Website Content

Some very basic contents might be:

- ❖ Who you are
- ❖ What you do
- ❖ How to contact you
- ❖ List of services or products
- ❖ Photographs or other images (to enhance or illustrate the text)
- ❖ Logo

Who will write or provide the text if not already available?

If you haven't already done so, write or gather your content and other materials as needed for your website. Your website design is based on its content, not vice versa.

What key information and images do you want to make available on every page?

What three words or phrases would someone type into a search engine to find your website?

How often will you add or update website content?

(for example: daily, weekly, monthly, less than monthly)

Who will update the website content to keep it fresh and current?

Tools

What tools are you interested in having on the website?

(for example: content management system, e-commerce, search tool, weblog, forum, mailing list, survey, downloads, members-only area, photo gallery, music, video)

Do you know if your current website uses a database?

Other Websites for Comparison

Find three websites that strongly appeal to you, whether they are related to your business or not. Keep the following in mind in choosing these websites:

- ❖ overall look and feel, layout
- ❖ colors (functional, decorative)
- ❖ navigation (usefulness and appearance)
- ❖ content types (text, images, sound, video)
- ❖ target audience
- ❖ attracting new visitors
- ❖ attracting return visitors
- ❖ tools

Website #1:

What do you like? What do you dislike?

Website #2:

What do you like? What do you dislike?

Website #3:

What do you like? What do you dislike?

List one or two websites you particularly dislike and why.

List competitor's websites. Do you like or dislike them? Why?

Existing Work

Describe any existing work done toward designing your website: logo, color scheme, content written, etc.

Redesign

If this is a redesign of an existing website, please answer the following three questions.

What do you like about your current website?

What do you dislike about your current website?

How have visitors responded to your current website? Do they have any recurring suggestions?

Technical & Hosting

Where will the website be hosted? What platform will it be hosted on, and what server-side language(s) will be available? (If you would like us to speak directly to your technical representative, please provide their contact information.)

Do you have any specific security, technical, or other concerns?

Schedule & Budget

What is your target launch date? Why was that date chosen?

What is the budget for this project? For maintenance?