



Web Site Questionnaire

This questionnaire is meant to help you! It lists a series of questions that we will most likely ask in our first few meetings and will help define the project goals.

Please answer each question to the best of your ability. Leave blank anything that does not apply or is unclear. When you have completed the questionnaire, return it to us and we can discuss your project in further detail. You can email the completed questionnaire to Graeme Sutton at graeme@suttondesignstudio.com

Background & Goals

Company Contact

Who will be the main contact from your company to oversee this project? Please list name, phone number(s) and email address.

Your Company

Please provide a brief corporate and industry description. Include contact information and a description of the group who will be working on the project.

Please briefly describe what your company does.

How long have you been in business?

How many employees do you have?

Where are you located?

Do you have a current website? If so, what is the URL?

The Project

What is the mission statement or summary of your project?

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

Do you have an idea of what the site architecture will/should be? (e.g., About Us, Products, Services, Contact Us, etc.)

Do you need a logo/brand developed?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range or a "not to exceed" figure based on the level of services? Please explain.

In its entirety, the site will consist of approximately how many pages?

Audience, Content, and Functionality

Audience

Do you have a clear understanding of your target market? Age groups & demographics? How do you want your brand perceived?

Content

Do you have a "Content Document" which has copy for each page written?

Where will content/copy come from for each page of the site? Will it be new, repurposed, or both?

Will you need strategic messaging and/or copywriting support?

How often will you add new content?

Who will update the content?

Functionality

What functional requirements do you believe to be necessary? (e.g., password protected areas, download areas, database, ecommerce, etc.)

If you're looking for an ecommerce site, how many products are you selling?

Have you chosen a hosting company?

Do you have any programming language/hosting platform preferences? (.NET, ASP, PHP, etc.)

Do you have a domain name registered? If so, who with?

Competitive Analysis

Find the three highest quality sites (more is better) on the Web that relate to your project and copy their URL's/domain names so we can look them up.

Websites you like in regards to design, functionality, or usability:

Your competitors' sites:

Ask three of you best clients and your three newest clients to explain their favourite and least favourite web sites.

Ask these clients to describe which colours they perceive to be related to your business sector.