

Web Development Questionnaire

Contact information

Company:	
Contact Name:	
Address:	
City, State, Zip:	
Telephone:	
Mobile:	
Main e-mail:	
Secondary e-mail:	
Website Address:	
Business Type:	
Years in Business:	
Estimated Budget:	
Delivery Time Frame:	

Website Implementation Questions

1. **Domain Name (Website Name)** - Please provide us with your domain name. If you don't have a domain name, please advice on a set of key words that you might be interested.
2. **Website Hosting** - Do you currently have a web host? If not, our firm can help you locate a host for your website needs. Please mention if you have a preference in the type of hosting you are looking for: Linux or Microsoft.
3. **Logo (s)** - Do you have a logo? If yes, would you like to use it for your website. If you need a logo, please let us know if you would prefer us to create it for you. If you prefer you can work with an outside designer to create the logo and if you decide to use it, have your designer send it to us.
4. **Steps for logo design:**
 - a. Color Scheme + Sample Logos (Initial designs proposed by our designers);
 - b. Client alterations from previous step;
 - c. Revised logo using alteration from previous step;
 - d. Final delivery of Logo and stationary design.
5. **Color Scheme(s) for your website** - We start our work, by providing you with three web site layouts (mock-ups) on how your website will look. Please let us know what are the colors schemes you prefer best (light, dark, etc)
6. **Flash / Website Animation** - Some websites have a Flash introduction on their home page. Visitors will have an option to skip and go directly to your website without having to wait for the Flash Introduction to finish playing.
7. **Site Map – Web Site Navigation** - Please let us know what pages you will like your website to have. (Ex. About Us, Services, Testimonials, Careers, Submission Forms, etc) We can also advise you on pages that you might need, based on your type of service, information, products or scope of your website.
8. **Website Content** - You website needs to tell the world what you do. Please provide us with specific content that will go on each page of your website.

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9. **Monthly Updates** - We make it easy for our clients to manage and update the content of their websites. There's no need for HTML knowledge or other high-tech expertise. Just browse to a page, click Edit, make your changes and you are done.
10. **Custom Programming Languages** - Our Webmasters will work with you to develop unique services that give your site added power. If you have a preference in the programming language, please make sure you let us know in advance.
11. **Visitor Count, Website Statistics** - Most website hosting companies come with tools that you can use to check on who visits your website, the keywords, internet service provider and search engine they used and many more.



Marketing

1. **Marketing Materials** - Please let us know if you have any marketing materials, postcards, brochures, business cards, etc. This will help us familiarize ourselves with your business, activities and/or the type of services and/or products that you or your website will display.
2. **Website Marketing**
 - a. **Meta Tags** – In order for us to be able to optimize your website, we need to create specific words, phrases that will be placed on your website pages. We will work together to create a list and pick a detailed list of keywords.
 - b. **Search Engine Submission** – We will submit at no cost your website to the major search engines. If you need additional submissions, please don't hesitate to talk with you Project Manager.
 - c. **Search Engine Optimization (SEO)** – Search Engine Optimization is a set of methods aimed at improving the ranking of a website in search engine listings, and could be considered a subset of search engine marketing. We don't provide this service directly but could recommend you to one of the companies we work with.
3. Do you have an advertising agency or public relations firm? Will they be involved in the development or redesign of your Web site?
4. How do you intend to advertise or drive traffic to your site?
5. Describe your primary target audience.
6. Describe your secondary audience.
7. Describe your products or services.
8. Describe your industry.
9. Who are your biggest competitors?
10. What do you like/dislike about their Web sites?

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What are your objectives for this project? (Check all that apply)

Create a new marketing presence on the Internet.	
Develop a strong online brand.	
Reposition an existing brand on the Internet.	
Develop advertising-based revenue.	
Create direct-sales revenue.	
Provide detailed product or catalog-based information.	
Establish personal contact with visitors and elicit feedback.	
Reduce traditional sales or support costs by developing or improving consumer/customer experience with online support.	
Build a community for a particular affinity group (such as specific types of customers).	
Establish a technological advantage over competitors.	