



WEBSITE CONTENT QUESTIONNAIRE:

**** PRINT AND COMPLETE THIS FORM**

GENERAL INFORMATION:

COMPANY NAME :

YOUR NAME :

E-MAIL :

TELEPHONE :

FAX:

DOMAIN/HOSTING INFORMATION:

DOES YOUR COMPANY OWN A DOMAIN NAME?

COMPANY URL (WEBSITE ADDRESS):

IF NOT, WOULD YOU LIKE US TO HELP YOU ACQUIRE ONE?

DO YOU HAVE AN ACCOUNT WITH A HOSTING COMPANY?

IF NOT, WOULD YOU LIKE US TO RECOMMEND ONE?

YOUR WEBSITE'S PURPOSE:

WHAT IS THE PURPOSE OF THIS WEBSITE?

WHAT IS YOUR IMMEDIATE GOAL FOR THIS WEBSITE?

WHAT IS YOUR LONG-TERM GOAL FOR THIS WEBSITE?

PERCEPTION:

USE A FEW ADJECTIVES TO DESCRIBE HOW THE USER SHOULD PERCEIVE THE NEW SITE. (SOME EXAMPLES ARE; PRESTIGIOUS, FRIENDLY, CORPORATE, FUN, INNOVATIVE AND CUTTING-EDGE.)

IF APPLICABLE IS THIS DIFFERENT THAN THE CURRENT IMAGE PERCEPTION?

WHAT TYPE OF COLORS AND LOOK APPEALS TO YOU? (EXAMPLES ARE: BLUE, DARK, BRIGHT, RED,)

WHAT TYPE OF VISITORS WOULD YOU LIKE YOUR WEBSITE TO ATTRACT?

LIST URLS (WEBSITE ADDRESSES) OF WEBSITES YOU LIKE:

LIST URLS (WEBSITE ADDRESSES) OF WEBSITES YOU DON'T LIKE:

WHAT ARE SOME WEBSITES THAT YOU FEEL HAVE ACCOMPLISHED WHAT YOU HOPE TO?

PLEASE LIST COMPETITOR URLS (WEBSITE ADDRESSES):

LIST THE URLS (WEBSITE ADDRESSES) OF ANY SITES YOU FIND COMPELLING:

WHAT DO YOU LIKE ABOUT THESE SITES?

CONTENT:

WHAT INFORMATION WOULD YOU LIKE YOUR WEBSITE TO CONTAIN?

CHECK ALL THAT APPLY:

DIRECTIONS

EMPLOYEE / ASSOCIATE INFORMATION

EMPLOYMENT / HIRING INFORMATION

LIST OF SERVICES

PORTFOLIO / BIOGRAPHIES

TESTIMONIALS

NEWS/PUBLIC RELATIONS / BLOG

PHOTO OR MOVIE PRESENTATION

PRODUCTS/CATALOGUE DATABASE

ORDER FORM

FEEDBACK FORM

DISCUSSION FORUM

SELL BANNER AD SPACE

LINKS TO OTHER SITES

OTHER:

WHO WILL PROVIDE THE CONTENT FOR YOUR WEBSITE?

WHO WILL UPDATE THE CONTENT FOR YOUR WEBSITE?

HOW OFTEN DO YOU PLAN TO UPDATE THE CONTENT?

WHO WILL PROVIDE THE GRAPHICS/PHOTOGRAPHS FOR THE WEBSITE (IF NOT US)?

TECHNICAL INFORMATION:

WHAT INTERACTIVE APPLICATIONS WILL YOUR WEBSITE REQUIRE?

CHECK ALL THAT APPLY:

FLASH ANIMATION

VIDEO

AUDIO / SOUND

SMART FORMS

DATABASE

PRIVILEGED AREAS

CLIENT MAINTENANCE ACCESS

OTHER:

OTHER INFORMATION:

WHAT IS YOUR TARGET BUDGET FOR THIS PROJECT?

WHEN IS YOUR TARGET DATE FOR YOUR SITE TO BE LIVE?

ADDITIONAL COMMENTS / NEEDS?

**** WHEN COMPLETED, FAX THIS FORM TO: (386) 935-3722**