

WEBSITE DEVELOPMENT QUESTIONNAIRE

Please fax to DDNS Attention: Emma Buckland 03 9815 6800 when completed

Name: _____

Company Name: _____

Address: _____

E-Mail: _____

Phone: _____

Cell Phone: _____

What is the purpose of the organization that will be online?

What are the short- and long-term goals of the site? (is your site going to grow and expand at a later date)

Why will people come to your site? Are you selling a product? Do you have a unique service? Why will people come to the site the very first time? Will they come back?

What is your primary goal for your website? Please circle

- a) Online store
- b) Online brochure for your company and services
- c) Online community
- d) Educational
- e) Other

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What is the nature of your business? Please circle

- a) Products
- b) Services
- c) Non-profit organization

Who is your demographic audience?

Do you have your Domain Name?

What level of assistance do you require in developing a website? Please circle

- a) Total site development
- b) Have an idea and text
- c) Just need updating or makeover

Do you have content for site? i.e. pictures and text

What is your deadline for completion?

What pages will your site require?

(Please circle or eliminate the pages you don't want.

Please add the pages you would like included if not listed here)

About Us

Products

FAQ

Customer Service

Services

Shopping Cart

Testimonials

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Newsletter/News

Contact

Newsletter Archives

Resources/Links

Bookstore

Classes

Directions

Forms

Online Payment

Chat Room

Bulletin Board

Press Kit

Flash

Do you have a Company Logo? If not do you want it designed?

Will you be providing photos?

Will the photo's need to be scanned?

What colors would you like to use? Company colors?

What overall feel for your website would you prefer?

- a) Techno
- b) Lots of energy
- c) Friendly

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- d) Natural
- e) Professional/Corporate
- f) Children's
- g) Sci fi
- h) Special theme

List any websites you find compelling. What specifically do you like about these sites?

List some of your competitor's websites.

Major selling points in your type of business?

Where do your consumers come from? please circle

- a) local
- b) national
- c) international

What products or services do you offer?

List 15 words people may use to search for your web site?

- | | |
|----|-----|
| 1. | 9. |
| 2. | 10. |
| 3. | 11. |
| 4. | 12. |
| 5. | 13. |
| 6. | 14. |
| 7. | 15. |
| 8. | |

What is your mission statement?

Can you provide brochures, advertising, marketing, biographical information about you, or the company?

Use a few adjectives to describe how the user should perceive the site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

How is your company currently perceived offline? Do you wish to carry through the same kind of message through your web site?

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How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

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